

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVII. NEW YORK, NOVEMBER 28, 1906.

No. 9.

IN THE UNITED STATES there are 39 (and only 39) cities with population exceeding 100,000 — the total population of these 39 cities being						15,128,178
646 towns	3,000 to	5,000 population,	totaling, approximately,			2,584,000
486 "	5,000 "	10,000 "	" "	" "	" "	3,645,000
235 "	10,000 "	20,000 "	" "	" "	" "	3,525,000
157 "	20,000 "	50,000 "	" "	" "	" "	3,900,000
48 "	50,000 "	100,000 "	" "	" "	" "	3,360,000
Total						32,142,178

Thus, it will be seen that approximately 50,000,000 people reside in towns of less than 3,000 population, in rural villages and on farms. The average number of persons per home being $5\frac{1}{2}$ —a town of less than 3,000 population means a town with less than 500 homes.

IN THE UNITED STATES there are 35,678 Rural Free Delivery routes, and more than 80 per cent of them emanate from towns less than 3,000 population—less than 500 homes.

Nearly 85 per cent of all the R. F. D. routes in the United States are in States within a radius of 500 miles of St. Louis.

Now, Mr. Advertiser, if you have read the above—read it again—study the figures.

Fifty million people in towns less than 3,000 population.

Seventeen million people in towns over 3,000 and less than 100,000 population.

Fifteen million people in towns over 100,000 population

THE ARGUMENT: There is no question but that an advertiser using any ten or a dozen of the largest magazines or periodicals, circulated through news-stand distribution, can cover the fifteen million people in the thirty-nine largest cities; yet if he used all of these magazines and periodicals, he would hardly **TOUCH** the fifty million people residing in towns of less than 3,000 population, in the rural villages and on the R. F. D. routes and farms. If an advertising appropriation is \$1,000, \$10,000 or \$100,000, surely a portion of it should be used to place the proposition before these 50,000,000 people. You will be told (by interested parties usually) that people residing in towns of less than 3,000, on the R. F. D. routes, etc., have no money to spend, yet there is one concern in Chicago—doing a merchandise business of \$1,000,000 a week—whose business has been built by advertising exclusively in papers circulating among these people. Mind you, just **ONE** concern, "and there are others."

Our pamphlet "POPULATION AND CIRCULATION" contains facts and figures that may interest you. We will send a copy to advertisers on request.

The Woman's Magazine

(Largest in the World)

ST. LOUIS :: MO.

Chicago Office

1700 1st Natl. Bank Bldg.

New York Office

1703 Flat Iron Bldg.

More Advertisers - in the Butterick Trio
Larger Advertisements - in the Butterick Trio
More Total Patronage - in the Butterick Trio

The Largest, Most Efficient Single Power for Business
 Promotion in the World.

Some illuminating figures. A comparison of December issues for 1905 and 1906.

THE BUTTERICK TRIO
 THE DELINEATOR, THE DESIGNER, NEW IDEA WOMAN'S MAGAZINE

	1905	1906	
More Advertisements			
Total separate advertisements	605	646	Percentage of increase $6\frac{77}{100}$
Larger Total Patronage			
Total agate lines	55,609	67,700	Percentage of increase $21\frac{56}{100}$
Larger Advertisements			
Average size (agate lines)	92	105	Percentage of increase $14\frac{14}{100}$
More Full-Page Ads.	29	83	Percentage of increase $286\frac{2}{10}$

\$7.12 $\frac{1}{2}$ per agate line

is the price of advertising space in the Butterick Trio;—The Delineator,—The Designer,—and the New Idea Woman's Magazine.

At that price it is the best value in the whole field of advertising. 1,600,000 homes,—about Ten Millions of readers,—are reached by the Butterick Trio every month. The magazines pass from hand to hand, and from Home to Home, among Women, who buy at Retail Stores, for Families.

W. H. BLACK, Advertising Manager,

THE DELINEATOR, THE DESIGNER, NEW IDEA WOMAN'S MAGAZINE

FIRST NATIONAL BANK BUILDING,
 CHICAGO.

BUTTERICK BUILDING
 NEW YORK CITY.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LVIII.

NEW YORK, NOVEMBER 28, 1906.

No. 9.

"A STICK OF DYNAMITE."

THAT IS WHAT HAS BEEN TOUCHED OFF IN THE CANNED BEAN SITUATION WITH THE SNIDER CAMPAIGN—JOHN E. KENNEDY, WHO APPLIED THE MATCH, TALKS OF THE MOTIVES BEHIND THIS INTERESTING PUBLICITY.

Few new advertising campaigns in recent months have attracted such instant attention as that for Snider's beans. It began just as autumn was coming on, and with the first advertisement there seemed to be an impression that something new had happened. The public knew this because the copy was big and made a startling statement—that baked beans are never sold in cans because they will not keep. The advertising and publishing world knew it, also because the copy was big, but chiefly through what was thought to be a technical defect in the copy. For, after making this yellow statement about the other fellows' beans, the advertising omitted to state whether Snider's were baked or not, and went on to talk about something else. Almost coincident with this first advertisement was the discussion of the baked bean industry before the United States Government's pure food commission, when it was clearly shown that all beans packed in cans and labeled "baked" are really boiled, and will soon have to be so labeled.

The object of the Snider copy, on its face, is to send consumers to the groceries for this brand. For that purpose it seems to be more effective copy than has ever been used in connection with canned beans before. But behind

this apparent purpose lie motives not so apparent.

The T. A. Snider Preserve Co., of Cincinnati, is a concern of about twenty years' establishment, now directed and very largely owned by Jefferson Livingstone. Snider's catsup and Chili sauce, it is said, have always held the best trade in these condiments, being the finest goods in their line. They have held the market on quality, unsupported by advertising, and against widely advertised brands of excellence. The company's good name among consumers has been steadily backed up by a well-organized selling force working on the trade. But that is all.

When the present pure food law came up for agitation in Congress, and it was evident that it must finally pass, bringing into the food industry radical new conditions regarding labels and the use of coloring and preservatives, the Snider Company saw that the labeling law must eventually cause a change not only in its two products, but in the nature of the whole business. Catsup and Chili sauce of the highest grade cannot be made without the use of a small quantity of preservative, the manufacturers say.

"How about the catsup grandmother made?" retort the food reformers.

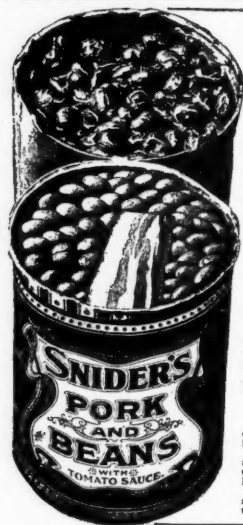
"Well, grandmother certainly made catsup without benzoate of sodium," respond the manufacturers, "but not anything like our best products. Grandmother's catsup hadn't the color, or if it had, that color quickly faded when a bottle was opened. Nor did it have the last fine flavor of

the perfect ripe tomato which we have educated public taste to expect in our best goods. If it had, that flavor deteriorated too when the bottle was opened."

By using benzoate of sodium in what is asserted to be a harmless quantity, canners have been enabled to omit coloring matter. For years there has been no law requiring preservatives to be indicated on labels, and the public has bought catsup with little attention to this matter.

But on January 1, 1907, all foods must bear truthful labels.

Manufacturers in this country pack beans, and of these, two leading brands have had years of publicity and promotion—Heinz's and Van Camp's. They are staple. The grocer doesn't want to add a third line, the wholesale trade doesn't want another, and even the consumer has settled into a deep rut from which something out of the ordinary would be needed to lift him. The Van Camp people, it is said, have for many years made the assertion that they could hold any city for their canned beans on one-fifth



Baked Beans Are Never Sold in Tins

BAKED Beans would not KEEP for a week in tin. Their why positively NONE are canned.

Breeder BAKED Beans are too rich for the average digestion—too short, oily, and full of Gas, for health.

Beans, you know, though very nutritious, are naturally bitter, and very rich in Sulphur. The Sulphur turns into Sulphuretted Hydrogen Gas when the beans are eaten.

It is this Sulphur that thus causes colic, flatulence, "wind on the stomach."

So the SULPHUR and the bitter flavor are good things to get RID of.

That's what the Snider People think, anytime.

It took Snider's several years to find out how to eliminate these Bean faults.

But the years of experiment were not wasted. In learning how to make FINER Food of Beans a way was discovered to make them much more DELICIOUS also.

Proof of this statement is supplied below. You've only got to COMPARE Snider Pork and Beans with any other kind to discern at once the wide DIFFERENCE in flavor, condition, and appearance.

And this difference put the Snider People on to a very CONVINCING way of selling their Pork and Beans to GROCERS.

When a Snider salesman goes to a Grocer to sell him Snider Beans, he doesn't TALK, he just ACTS.

He buys a tin each of the best kinds of Pork and Beans that Grocer sells, opens them up on the counter, and asks the Grocer himself to LOOK at them, and TASTE them.

Then he opens up a tin of SNIDER Pork and Beans beside them, and asks the Grocer to compare and taste THESE also.

This selling method almost NEVER fails. Because every tin of SNIDER Beans is found whole, white, and dainty to the eye, as shown in the lower photograph herewith.

Other Beans are often found many kinds are always found split, squashed, soapy, discolored and of "beany" instead of "fine" flavor.

Each Snider Bean is seen not in a row inside of that Snider Camp which is found on the tables of every good Club in America.

Snider Beans are found firm but soft and chewy to the tooth, with a delicious mellow taste.

This mellow, waxy condition of Snider Beans, which makes them so agreeable to the tooth, also makes them absorbent as little sponges.

And THAT is why they soak themselves through with the tart-sweet, spicy, flavor of Snider's delicious Tomato Campsup, with which they are generously surrounded.

This Snider Campsup is made only from ripest Tomatoes, seasoned with SEVEN spices, instead of with the usual Cayenne Pepper spicing of other Campsups.

You will never know how DELICIOUS Pork and Beans CAN BE until you've tried your first tin of SNIDER'S.

And here is an offer which will now make you to test them at OUR risk.

When you buy your FIRST tin of Snider's Beans, you can get your money back if YOU don't find them finer flavored, finer looking, and more delicious than any you ever ate before.

Test out this page now and take it to your Grocer as authority for this offer.

THE Y. A. SNIDER PRESERVE CO.
CINCINNATI, OHIO

THE FIRST AD—"A STICK OF DYNAMITE."

The Snider people looked ahead and saw this new condition, and recognized that, while the high quality of its products could not be maintained without preservative, the publication of the fact that they contained benzoate of sodium on the label wasn't going to do any good to their trade. So their way out of a very bad box lay in changing the nature of their business. The upshot of it all was that they went into the canned bean line.

Canned pork and beans are not new. About forty different man-

what it would cost a newcomer to establish himself.

The Snider people set to work to develop a brand of canned beans that would be in keeping with their other products in quality, giving something better than anything then on the market. They have succeeded in doing this, they claim, by a superior process of boiling. Beans cause colic and flatulence because there is a large percentage of sulphur in them. The Sniders get rid of much of this sulphur by skimming it off the kettles, and so

(Continued on page 11)



6,000,000 People

¶ Did you ever see a crowd of 6,000,000 people? The applied strength of these 6,000,000 would over-topple the Flat Iron Building like a toy house. Touching finger-tips they would form a double line reaching from New York to San Francisco. Standing in front of a counter, buying your goods, they would make you rich beyond reckoning.

¶ In view of the army of buyers with whom **THE LADIES' HOME JOURNAL** puts you in touch—and their high average purchasing competence—does it seem extravagant to pay our rate (one cent a line for every ten thousand readers)?

¶ "Nothing is dear that pays."



THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

cook their product that it is more porous and digestible. In addition to the superiority involved in the Snider process, there was another interesting advantage in marketing. Competing manufacturers have been selling canned beans for many years, and it is reasonable to assume that cans of the established brands put up several years ago can be found on grocers' shelves in many parts of the country. In entering the market with a new product the Sniders would necessarily have only fresh goods, and consequently be in a position to "invite comparisons."

When the new line was ready the company began to discuss advertising. Its force of salesmen, numbering about fifty, were very generally opposed to advertising, under the impression that publicity would take the form of imitation or repetition of arguments already being employed by manufacturers of established brands. Mr. Livingstone, however, thought that original advertising to fit the new goods could be developed, and for the purpose of securing ideas on the subject laid his needs before ten or twelve leading advertising agencies. The concern that eventually got the contract was the Ethridge-Kennedy Co., of New York—John E. Kennedy, of that company, going on to Cincinnati to make a study of the proposition. Mr. Kennedy's plan of work is somewhat different from that usually followed by the agencies. He charges \$1,000 for studying a proposition and \$1,500 for writing ten advertisements. The first-named sum is paid to him before he takes up the proposition at all, while the second is withheld until the advertiser has formally approved his plans. In no case, he states, has he ever made an examination and plan without eventually securing this approval and the commission to carry it out.

The Snider proposition was difficult. In addition to the tight lines drawn in the grocery trade, jobbing, wholesale and retail, there was the disbelief in adver-

tising of the company's own salesmen, who had worked so long without its aid that they could not conceive any benefit. There was a good deal to be said for canned beans, it is true. In all the advertising that has been done these many years past, strange as it may seem, almost nothing had ever been said about the nutritive value of beans. These legumes are singularly rich in nitrogen, phosphorus, potash and lime. The whole world knows what they have done for Boston, and in speaking of the return beans will give in nutriment for money spent, it is hardly possible to exaggerate. But while it was possible to print strong, original, readable copy about beans as a food, the presentation of such facts for one brand would be an advertisement for all.

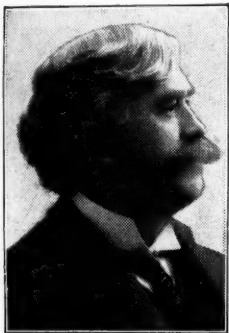
"What the situation called for was a stick of dynamite," said Mr. Kennedy the other day, "and we found it in the fact that had been kept secret all these years about canned 'baked' beans—that they were not baked at all, and must soon be exposed by the pure food labeling law. Here was a little discrepancy that even the Snider people did not see, so close were they to the conditions of the trade. But the new law gave it prime news value, and we used this fact first of all, as a news statement, to attract attention. It was our stick of dynamite. The first advertisement is doubtless fresh in the minds of readers of PRINTERS' INK. It opened with the headline, 'Baked Beans are Never Sold in Tins,' and then the statement that 'Baked beans would not keep for a week in tins; that's why positively none are canned; besides, baked beans are too rich for the average digestion—too short, oily and full of gas for health.' These statements were intended to wake up the public and the grocery trade in a hurry. They did. Some goods—a very few orders—had been sold before the ad appeared, on the quality of the product. But there was no

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Strike For the Farmer's Trade--It Will Make You Rich.

**SELECT THE RICHEST TERRITORY AND USE THE
STRONGEST AND MOST PROSPEROUS MEDIUMS.**



*The Pierce Publications
Lead All Other
Agricultural Mediums
In Producing
Inquiries and Cash
Orders.*

The farmer of the United States was never so rich, prosperous and happy as now. His cribs, granaries, feed lots, barns and cellars are overflowing, and his surplus commands the highest average prices ever known, in good, hard money.

Nowhere is the farmer so wealthy as in the Middle West—in the great, prosperous States of Wisconsin, Illinois, Iowa, Nebraska, Minnesota, South Dakota, Missouri, Kansas and Oklahoma. Such prosperity as these States are now enjoying was never known.

The Pierce Publications dominate farm life and farm thought in these nine States. They are the strongest agricultural and live stock mediums in the world.

The Pierce Publications include THE WISCONSIN FARMER, Madison, Wis.; THE IOWA HOMESTEAD, Des Moines, Iowa; THE FARMER AND STOCKMAN, Kansas City, Mo.; three great prosperous weeklies comprising "The Homestead Trio," and two splendid monthlies, THE FARM GAZETTE and THE HOMEMAKER, Des Moines, Iowa.

The three weeklies have over 165,000 combined circulation, absolutely free from duplication, and we sell space in all three for fifty-five cents per line, with liberal discounts on large contracts.

The five Pierce Publications have a combined circulation of 350,000, rapidly increasing, and sell their space at \$1 per line, flat. Try one of these combinations with good copy and you will demonstrate the truth of what we say.

Our central office is at Des Moines, Iowa.

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page 2).

to indicate that the public will not take to the small bottles. The Snider people intend to market their catsups with preservative, duly labeled, and it is presumed that there will be a falling off in trade. This decrease will be made up by the trade in beans, a staple much more widely consumed and much oftener purchased. But the advertising for Snider's catsup which appears as an adjunct of the bean campaign is expected to gradually restore lost trade in catsups themselves. When the public finds that true catsup quality is found in a preserved catsup, we believe it will demand the finest regardless of the preservative."

Couldn't the public be educated to an unpreserved catsup, Mr. Kennedy? Wouldn't advertising statements explain the loss of color in a way that would nullify this drawback?"

"I don't think so—there is also a loss of flavor which people used to the finest preserved catsups will not tolerate."

"How about the arguments you have put forward for beans as a food? Won't they help all other brands of canned beans?"

"They may to some extent. But we believe that the exploitation of the Snider process of cooking will make them stronger for our brand than any other, simply because this process puts more of the nutriment of beans in digestible form. If people read interesting dietary statements about beans in our advertising it is natural to assume that they will think of Snider's first."

"Is this campaign costly?"

"The company is spending about \$40,000 a year. I do not consider that excessive—it would take fully \$125,000 a year, with all the accrued value of past advertising, to compete with one of the established brands, provided the old advertising arguments and generally publicity were adhered to. This Snider campaign is, in a way, publicity. No key numbers are affixed to the ads, you will note, nor does the company send my literature. Readers

are invited to take the advertisement to their grocers, and the ad is a certificate for a refund of purchase price where Snider goods are not satisfactory."

"This campaign as it stands with all motives revealed is a pretty comprehensive sort of plan, isn't it?"

"I hope so."

"In fact, it is not so much an advertising campaign as a broad policy for the conversion of an industry from what it is into something else, taking advantage of all the weak points of competitors."

"It looks very much that way."

"Mr. Kennedy, don't you think the plan as it stands would make a good foreign policy for a European grand duchy?"

"Why, really," Mr. Kennedy replied, laughing, "I can't say, for I've never studied diplomacy."

JAS. H. COLLINS.

"STRIKING Dentists Will Pull Together" is the headline in a morning paper. Heretofore they have pulled separately. It is good for the dentists, but lord pity the patients!—Editor and Publisher.

EIGHT MONTHS OF 1906

From Jan. 1, 1906, to August 31, 1906, The Chicago Record-Herald

**Gained
2,130 Columns
Advertising**

over the corresponding eight months of 1905.

THE RECORD-HERALD prints the statement of circulation for each day of the preceding month in every issue. How much better this is than "high-water marks."

**THE CHICAGO
RECORD-HERALD**

THE 1905 CENSUS STORY OF NEWSPAPER PROSPERITY.

By W. S. Rossiter, Expert Special Agent for Printing and Publishing, Twelfth Census.

The noteworthy increase in receipts from sales and advertising reported by newspapers and periodicals at the 1905 Federal Census of manufactures, prompts inquiry concerning the changes which have occurred since the Twelfth Census, and the location and extent of the increase.

There are three classes of legitimate assets of newspapers and periodicals: subscriptions, sales and advertising. The first two, however, are so closely allied, that they are naturally considered as one class, both in Federal Census statistics, and elsewhere. Therefore, broadly speaking, there are but two general classes of newspaper and magazine income. Although job printing is often carried on as a part of the publishing business, and thus frequently classed as an asset, it should not be confused with the actual receipts of a newspaper, and cannot properly be included in any statistical analysis of the real income of newspapers and periodicals. Revenue from such sources as, job printing, binding, etc., may be termed incidental income resulting from the fact that it is found to be convenient and profitable to utilize one plant for two lines of business. Newspapers and periodicals and job printing, binding, etc., become parts of a whole, only by employing a more general term for the entire industry, such as "printing and publishing."

The following summary compares the receipts of newspapers from the two general sources of income, for a period of twenty-five years:

Class of Assets.	1905.	1900.	1890.	1880.
Sales	\$111,298,691	\$79,928,483	\$72,343,087	\$49,872,768
Advertising	145,537,591	95,861,127	71,243,361	39,136,306

From this comparison it is obvious that the conditions which have been practically nothing. There

existed in 1880 have been reversed in 1905, since the receipts from sales, which led those from advertising by more than ten million dollars twenty-five years ago, were practically overtaken a decade later, badly beaten in 1900, and in 1905 lag over thirty-four million dollars behind receipts from advertising.

This result cannot be ascribed so much to the failure of receipts from sales to advance generously in amount, as to the extraordinary increase in the receipts from advertising. The former have more than doubled since 1880, but the latter have much more than tripled. The increase in the five year period from 1900 to 1905 was, sales, 39.2 per cent; advertising, 51.8 per cent. This proportion of increase far surpassed that of both classes for the entire previous decade, since sales increased from 1890 to 1900 but 10.5 per cent, and advertising but 34.6 per cent. Furthermore, if the two classes of assets be considered together, the aggregate increase from '80 to '90 amounted to 61 per cent, and from '90 to 1900, 22.5 per cent; but for the brief period from 1900 to 1905, the increase was 46.3 per cent, or at a rate for a decade of 92.6 per cent. Thus while the total value of assets of newspapers and periodicals increased by more than half from 1880 to 1890, and by one-fifth from 1890 to 1900, the momentum of increase was so great between 1900 and 1905, that if merely maintained until 1910 the aggregate value of sales and advertising will have practically doubled since 1900. Such prosperity as this arouses increasing interest in the sources from whence it comes. (See table on opposite page).

Judged by the increase in value of sales in the last five years, that which occurred during the previ-

were, in fact, but six States which showed an increase from 1890 to 1900 equal to or exceeding the per cent of increase for the entire United States from 1900 to 1905, and no State secured an increase of 50 per cent (if the new States of Idaho and Montana, reflecting the boom times of newly acquired Statehood be excepted), yet during the short half decade from 1900 to 1905, 12 States reached or exceeded 50 per cent increase.

It will be observed from the table that the smallest per cent of increase is shown by the New England group, which is not surprising, as the conditions in that long settled and populous region are such that one would scarcely expect a phenomenal increase. On the basis of a ten year period, however, the increase was 57 per

The Middle Atlantic States have shown a very small but continuous decline since 1890 in the proportion contributed by that section, a decrease which has been absorbed by the western States. These proportions are, however, more or less misleading, as the Middle Atlantic States have in reality made a comparatively small actual increase in the sales in all classes of publications except the monthly, the production of which is now largely centered in New York City. This class of publication in the last 15 years has assumed enormous proportions in the matter of circulation. On the other hand the western States, having become constantly more thickly settled through better means of communication have reported a great

SALES.

RECEIPTS FROM SALES OF NEWSPAPERS AND PERIODICALS, WITH PER CENT OF INCREASE, BY GEOGRAPHICAL DIVISIONS.

Geographical Divisions.	1905.	1900.	1890.	Per Cent Increase.	
				1900 to 1905.	1890 to 1900.
New England.....	\$10,898,878	\$ 8,497,401	\$ 6,878,523	28.3	23.5
Middle Atlantic.....	46,141,579	33,774,069	31,368,475	36.6	7.7
Southern.....	8,826,522	6,434,553	5,871,954	37.2	9.6
Middle West.....	37,917,717	26,896,117	23,869,878	41.0	12.7
Far West.....	7,513,995	4,326,343	4,354,257	73.7	0.6

cent. For the five year period, 1900-1905, the per cent of increase was almost three times greater than that for the whole United States during the decade 1890-1900.

PROPORTION OF TOTAL VALUE OF SALES CONTRIBUTED BY GEOGRAPHICAL SECTIONS.

Section.	1905.	1900.	1890.
United States.....	100.	100.	100.
New England.....	9.8	10.6	9.5
Middle Atlantic...	41.5	42.3	43.4
Southern.....	7.9	8.1	8.1
Middle West.....	34.1	33.6	33.0
Far West.....	6.7	5.4	6.0

Although the advance has been so great during the brief period under discussion, it will be observed from the foregoing table that the various geographical sections of the country have, on the whole maintained roughly the same proportion of total sales.

increase in the sales of publications of the daily class and to some extent of the weekly.

Limited space forbids detailed comment by States, but those which report an increase in value of sales of newspapers and periodicals greater than that for the entire country, are shown on the accompanying cartogram. The West and Far West are clearly showing greater proportionate increase than the East and South. While the western half of the Union shows a solid front of heavy increase, elsewhere the States exceeding the national average are scattered. Doubtless this indicates that while heretofore the East has increased sales rapidly because of dense population and improved means of communication, the western States are now gathering momentum from growing population and bet-

ter transportation facilities, and are inclined to depend more and more on their own publications, a condition which is almost certain to steadily increase in the future.

ADVERTISING.

Of much greater immediate interest is the analysis possible from the census report of receipts from advertising. Attention has already been called to the manner in which the value of advertising has outstripped that of sales. In 1905 the total value of advertising was \$145,517,591, or equal to a per capita amount of advertising of \$1.75 for every man, woman, and child in the United States, upon the basis of the estimated population in that year. This comparison, indeed, suggests the rapidity with which value of advertising has increased, for the per capita in 1900 was \$1.26 and in 1890 \$1.13, while in 1880 the amount was but 78c. The following brief table shows the receipts from advertising by geographical sections:

On the other hand the percentage of increase for the Middle Atlantic States is much larger for the five year period than for the entire previous decade. In this group New York, which not only contributes much the largest absolute figure, contributes also the largest increase, the total receipts from advertising for the Empire State in 1905 being approximately \$39,000,000, an increase of nearly \$14,000,000. In absolute figures this increase is approximately four times as great as that shown by any other State. Pennsylvania and Illinois, which follow, each reported an increase of between three and four millions. In 1900, nine States reported a per cent of increase greater than 50 per cent for the decade, but in 1905, thirty-seven States reported an increase in excess of 50 per cent for the five year period, and the increase for the entire United States was nearly 52 per cent.

In the southern group, in which thirteen States are included, all

RECEIPTS FROM ADVERTISING, WITH PER CENT OF INCREASE, BY GEOGRAPHICAL DIVISIONS.

Geographical Divisions.	1905.	1900.	1890.	Per Cent Increase.	
				1900 to 1905.	1890 to 1900.
New England.....	\$12,940,866	\$10,550,641	\$ 6,160,640	28.8	63.1
Middle Atlantic.....	59,721,691	40,599,379	28,135,354	47.1	44.3
Southern.....	11,977,872	7,248,560	6,472,568	65.2	12.0
Middle West.....	48,679,466	31,528,979	24,148,418	54.4	28.8
Far West.....	12,197,696	6,433,568	5,990,614	89.6	7.4

In per cent of increase in receipts from advertising, as in per cent of increase in receipts from sales, the New England States are again at the bottom of the column, and the proportion shown for the five year period does not suggest the probability of exceeding the percentage obtained by that section from 1890 to 1900, and perhaps will not equal it. The decrease in proportionate growth appears to be due to the fact that Massachusetts, the State which of course contributes much the greater proportion of the total receipts for the New England group, showed but small increase from 1900 to 1905.

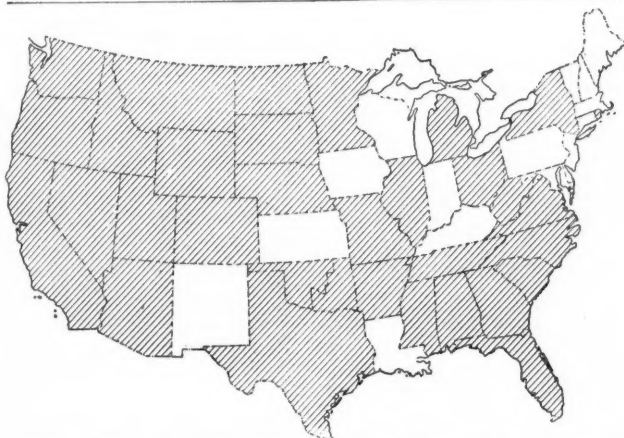
but two reported an increase in excess of 50 per cent, and some reported a nearly doubled product.

So great, indeed, was the percentage of increase in the value of advertising in many of the States of the Union, as to suggest some radical change in local conditions, or the creation of a large number of new mediums of advertising. Neither of these conditions, however, appear to be the real cause of the increase. It has unquestionably resulted from the great prosperity attending all lines of commercial endeavor, and is especially noteworthy in the southern States, probably because these States have scored an industrial awakening during the

brief period of five years which has elapsed since the census of 1900. The significance of the wide-tributed a heavy increase, and that the States which have not contributed at least 50 per cent, are not only scattered throughout the



STATES (SHADED) SHOWING GREATER PER CENT OF INCREASE IN VALUE OF SALES, 1900 TO 1905, THAN PER CENT OF INCREASE FOR ENTIRE UNITED STATES.



STATES (SHADED) SHOWING GREATER PER CENT OF INCREASE IN RECEIPTS FROM ADVERTISING, 1900 TO 1905, THAN PER CENT OF INCREASE FOR ENTIRE UNITED STATES.

spread and generous advance in the value of advertising is shown by the accompanying cartogram. It will be observed that practically all the southern and western portions of the country have con-

North and East, but are very few in number. From the brief analysis thus presented of the changes and advances which have taken place in the revenues of publications, per-

haps the most important is the evidence of the rapidly increasing lead which advertising has over sales. This, although faintly suggested at the census of 1890, has become so pronounced in 1905 that the publisher will naturally search for an explanation. Doubtless it will be generally agreed that this is due, in large measure, to the changes which have taken place in the last ten years in mechanical production of newspapers and magazines. The decreasing price of paper, and of composition, owing to the widespread use of the machines for the latter product, and the increasing perfection of presses, have together permitted a much larger product at a smaller cost, hence not only has the selling price of publications been reduced so that the aggregate revenue does not increase in proportion to circulation, but the amount of material issued, and thus of advertising space, has been greatly increased. The great prosperity of the industries of the nation during the period mentioned, has made it possible to obtain additional advertising with comparative ease. Yet there is no clear evidence that the price of advertising has declined, while the volume vastly increased. It may be said, therefore, that as a factor in the revenue of newspapers and periodicals at the present time, advertising is approximately $1\frac{1}{2}$ times as important as sales.

PROPORTION OF ADVERTISING RECEIPTS
REPORTED BY GEOGRAPHIC GROUPS OF
STATES.

Geographical Division.	Per Cent.		
	1905.	1900.	1890.
New England,....	8.9	10.5	8.6
Middle Atlantic ..	41.0	42.3	39.5
Southern.....	8.2	7.6	9.1
Middle West.....	33.5	32.9	34.4
West.....	8.4	6.7	8.4

The changes above suggested in the relative importance of the groups of States, since 1900, is clearly at the expense of the East, and in favor of the South and West, but if 1890 be included in the survey, the variations appear less significant. It is clear, however that since 1900 the South

and the West have gained upon the East.

Although the brief five year period covered by the recent census has proved to be the most extraordinary period of prosperity in all lines of industrial activity, it is gratifying in the extreme to be able thus to record the fact that newspapers and periodicals, as a class, are among the leaders in percentage of increase. This industry is doubtless the most sensitive of all industries, since it depends upon the prosperity of others for its own success, and as long as the newspapers and magazines are prospering at the present rate, there need be little fear concerning the industrial prosperity of the nation.

I VENTURE the assertion that under no reasonable construction of what constitutes an ACTUAL subscriber would it be found, if we should make an investigation to-day, that more than one-half, perhaps not one-third, of all the copies of all the publications now carried free under this provision are lawfully entitled to the privilege.—
Edwin C. Madden.



The Magazine that interests everybody, everywhere.

The Magazine that is holding the large list of old subscribers of THE FOUR-TRACK NEWS, and is winning new ones by the thousands.

The Magazine that is a profitable advertising medium, for the advertiser.

WALTER A. JOHNSON & CO.,
333 4th Ave., New York.

PRICE PUTS IT IN THE WRONG LIGHT.

After all that has been said about the advantages of advertising Quality instead of Price, perhaps the subject has been already too thoroughly threshed over. Nevertheless, the main point of this whole question often escapes the advertiser writing his copy.

Price advertising is on a low level; Quality advertising on a high one. Price advertising appeals to the saving; Quality advertising to the spender—or at least the well-to-do. Price advertising implies cheap goods, perhaps inferior, while Quality arguments means the best. But where Price arguments hurt, and Quality arguments count big is, *that the moment you begin to talk Price you take the reader's mind off what he is going to receive, and center his attention on what he is going to give for it.*

Now, this is usually disastrous. You don't catch that shrewd trader and judge of human nature, the street fakir, talking that way—and if anybody comes right down among the masses to do business, it is certainly he. On his little stand are piled the boxes of painkiller, wonder pills and everlasting balm. They are cheap—dirt cheap. The reason he does business out here, he explains, is because he has no store rent to pay. He gives the public the benefit of this saving. He talks cheapness in the abstract, sets up the expectation of cheapness, hammers away at the idea that the crowd is going to get something mighty cheap. But he never tells the crowd how much he is going to ask until he has followed up this impression of cheapness with another impression—the great big generous quantity of nostrums he is going to give. When he is ready to go on from his first point to his second, a half-dozen articles are piled in his outstretched hand. He asks the public to inspect for themselves—to note how much he is going to give. He dilates, and colors, and magnifies this unheard-

of lot that he is going to sell, and then names his price. Properly worked up to, this last is a climax, and it looks small, insignificant—not nearly enough—you wonder how he can do it, even though he pays no store rent.

The biggest trader that ever grew to occupy a whole city block, with an establishment running into hundreds of departments, follows just this rule of the street fakir. Not what he sells, but how he offers it to the public, how big a pile of it he can put in *his* outstretched hand, the newspaper page, is what attracts. The fundamental principle of desire in merchandising is to allure the prospective purchaser with thoughts of what he is going to get.

Yet hundreds of columns of newspaper space the country over are filled daily with advertising in which the first word, the last word and all the words in between are Price—Price—Price. Advertisers cling to the idea of what *they* are going to get, and what the reader is going to give *them*, and instead of arousing desire they center his attention on his own pocket, and what must come out of it. He may be persuaded, when he lays down the paper, to part with the sum the advertiser wants. But on the way downtown thrift gets the upper hand again, and he doesn't buy. An advertisement built on Quality and the desirability of the goods would have carried him safely into the store, because Price would have been negligible—he wouldn't have been thinking about it.

What a pity that this wonderful printed power to convince should be so often used against the grain—against human nature!

WESTERN Australia's market for windmills is entirely American, though prices are 20 per cent higher than for Australian makes. Quality, strength and durability are the reasons.

THE PILGRIM

A Magazine for the Home

GETTING MORE SPACE THAN YOU PAY FOR.

IT CAN BE DONE BY ATTENTION TO THE TONE OF YOUR AD—DIFFERENCE BETWEEN TONE DISPLAY AND MERE BLACKNESS OR BIGNESS—TONE IS AN ELEMENT THAT ONLY ONE ADVERTISER IN A THOUSAND KNOWS ABOUT—CHANCE FOR THE COPY MAN WHO STUDIES IT—GOOD FOR BOOKLETS AND CATALOGUES TOO.

From the very beginning of advertising the constant endeavor of all advertisers has been to make their announcements "stand out," as the phrase is. What brought into being all the faces of display type, all the borders, all the devices of engraving? Chiefly this search for something that would make an advertisement look black, and prominent, and bigger and more important than it really is.

A glance through the advertising pages of any magazine or newspaper, however, will show that not one copy man in a thousand (a large ratio, yet a safe one) has any idea of the fundamental principle of real display. He sometimes makes his ad black and expects it to stand out. Or just as often he attempts to get the same effect by liberal introduction of white space.

What all but one copy man in a thousand fail to comprehend is that distinction in display is not a matter of bigness, or blackness, or whiteness, but *unity of tone*. Into their black ad they will introduce enough white space and light type to destroy its effect of blackness. Into the white ad will be introduced display lines that break its clean-cut outlines. The ad that merely attempts to be big will often have elements of black, and white, and half a dozen shades of gray in between, so that, as far as unity of tone is concerned, it might as well be a collection of little display ads. The text in one tone clashes with the cut in another, and the firm name shouts in a third to call attention away from the argument.

As examples of space well

filled, consider the specimens *re* produced here.

First, the Roger Bros. silverware announcement. This was printed in the women's magazines for November, 1906, and the designer probably worked with the knowledge that his ad was to occupy the outer columns on back pages, flanking either one or two columns of reading matter in between. He succeeded in capturing those inside columns without paying for them. This was done partly by his design, which gives the effect of a full page. But quite as much is due to his careful use of the *tone*

When Gifts are to be Selected

Silver is Most Appropriate

The Rogers Bros. Silverware

The Rogers Bros. Silverware

of the reading matter. That is almost white. Therefore, his design, which might at first appear to be exceedingly black, is really worked out in a dark gray tone. His type matter was made just a shade lighter, so that it would match the drawings on one side and the publisher's reading matter on the other. It is at once apparent to anyone who thinks about it that, had he made his flanking ads very black, they would have been in such contrast to the inner columns of reading matter that unity would have been lost. What the eye would then see would be simply a couple of single-column ads, not only out

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of harmony with the text, but also out of harmony with one another. Had he made them too light, the effect would have been flat and insipid. The excellence of this bit of work is due to a careful study of tone values. When tone had been determined, then it was an easy thing to work out masses in the design.

The Knox hat ad, giving the effect of a full page in three-quarter space, is also kept to fair unity of tone, but its prominence is gained by the clever way in which the illustration has been worked out in gray, and made to occupy the whole width of the

whole composition, and added prominence is gained by giving the argument an oblique position, thus converting waste space at



the corners into black patches. This ad, a half-page in size, produced, when printed, almost full-page impression, whether top or bottom of page.

An advertiser buys a full page of magazine space and then, on the assumption that nobody can overshadow him or get an advantage of position, or have a larger space, proceeds to fill it carelessly, as though a full-page in itself had virtue, and were able to fight its own battle alone with adjoining advertising. The copy man who will study carefully how to get prominence on a crowded newspaper page, takes it for granted that a full page magazine ad has to stand out because he has bought all the space. Yet look through the magazines and note how seldom a full-page ad gives the effect of a full page. Hardly once in a hundred pages will you come across an announcement built up on a single tone. This element of tone is something almost never taken into consideration by advertisers, writers or artists. Page after page is a hodge-podge of mixed black, gray and white, ragged outlines, uncertainty in designing. A cut is made first all by itself, then the text is set up under it with no relation to the tone of the cut, and then perhaps a third element of discord is introduced at the bottom in another cut of a conflicting tone value.

The first question of all to be taken up in writing and designing copy to appear in any peri-



—the distinctive part of dress, in all ages and nations. This is why gentlemen have always been so particular about their hats. Whether you spend the Winter in New York, Paris or Cairo, you will find the



KNOX HAT

quietly asserting its supremacy in good taste and high quality,—a quality as fixed as the price.

Knox agents are showing the Fall and Winter styles in Men's and Women's Hats in all the principal cities of the United States.



page. It really starts out as though it were intended for a full-page illustration, with the result that a full-page effect is gained. Placed at the bottom of the page, it would have less force. Yet even a very black ad at the bottom might not nullify its effect. Notice, too, that the quarter-page Rogers ad at the bottom is not in any way overshadowed.

The Autocar ad, prepared by the Ireland agency, is blacker than either of the others in general tone, but this darker tone is faithfully carried out through the

odical is, "What tone shall I make it?" In a black newspaper perhaps a tone almost white would be best to secure contrast with surrounding ads, and a dark gray or black in a white newspaper. In magazines the advertiser is now often held to gray or white, black display and cuts being prohibited. This is perhaps an excellent thing for him, because when he gets to working in gray and carrying out a consistent tone composition all through his ad, he presently finds that it doesn't make much difference where an ad is printed so long as it has this uniformity of tone. That is the chief point—to stick to one tone scheme throughout, so that the ad will hang together, have a good square outline, be all of a piece, be an eye-full.

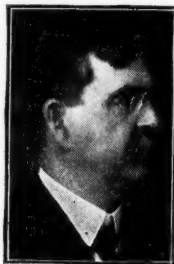
Attention to unity of tone is just as important in advertising not intended for newspapers or magazines at all. A tone scheme should be selected for a catalogue and adhered to throughout. It should be the first detail taken up for consideration in every folder, every booklet, every mailing card. The booklet that hangs together in tone is pleasing to the eye, more easily read, and produces almost a physical sense of agreeableness and attraction. The booklet that is cobbled together any which way, without a consistent tone scheme, has no unity, and reminds one of the inky pamphlets for weak men handed out on street corners by Old Reliable Doctor Brown's distributor.

A little attention to tone just now pays bigger in results than it will later in the advertising game, when more copy men and artists perceive its value. To-day, owing to general ignorance of the subject, ninety-nine per cent of all the advertisements in newspapers and magazines are disjointed and toneless. Any advertiser who wants to come along with a consistently built ad can have all this unsightly stuff for a background. A reader may not know what it is that draws the eye to an announcement carried out in a single tone, or why

the tone scheme of a well-planned booklet makes it pleasant to hold and read. Yet this element of distinction, prominence and pleasure is there, and never fails to produce its effect.

A "DAY AND NIGHT" DISPLAY ROOM.

One of the novelties in the new Altman store, New York City, says the *SUN*, is a day-and-evening room for showing off costumes to shoppers who want to see the colors by daylight and by the yellower indoor light as well. The room has no windows, apparently, and is lighted with electric bulbs. But several large mirrors slide back unexpectedly. At the same time the lights go out, and daylight enters by a large window revealed from the opening of the mirrors. The costume, posed in the full daylight, and passing through a sudden change of hue, goes through the hardest test that the dress-makers have devised.



LAFAYETTE YOUNG, Publisher
of the CAPITAL.

THE DES MOINES CAPITAL

has the largest circulation
in the State of Iowa.

Lincoln Freie Presse

GERMAN WEEKLY,
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 149,281.

THE THIRD DIMENSION.

Advertisements are usually measured in two dimensions—width and length. So many inches long, so many columns wide. There is a third dimension, however, more important than either, and yet not often accurately gauged by the advertiser—many times not measured at all.

Depth! How deep is your advertising?

The basis of measurement here is not inches, columns or agate lines, but *logic*. Any advertising statement that attempts to be effective must present reasons why the reader should purchase the goods. How deep, sane, plausible and logical are those reasons? If you get sufficient depth to your ad it may be possible to materially reduce its width and length. Some advertisers seem to skim only the surface of demand in writing copy. Their reasons why a reader should buy never touch the reality of his needs or the inherent merit of the goods. They advertise furnaces in autumn in a way that makes it appear that it is going to be an open winter, and that only a polite and superficial interest in furnaces is asked. They speak of the advantages of shopping in their establishments in such general terms that there don't appear to be any advantages, or if there are, that they themselves do not take much stock in them. Their logic is weak, and won't bear investigation. Their reasons are shallow. Frequently the ad is worded in what appears to be an earnest style, but when the text is taken up by a reader with red blood in his veins it goes to pieces. The reader breaks through. The advertiser hasn't found real depth of reasoning, but is a mere logic-chopper. His ad is all on paper, and paper is mighty thin stuff.

The advertiser who has real depth, who has thought out his proposition and feels it, and lives it every day, and finds it pouring out of him in new combinations every time he sits down to write an ad—he produces very different stuff. Instead of violence of

words, he has genuine earnestness. His reasons are not "Because," but deep-rooted economically. The demand he creates becomes an inevitable need instead of a hypothetically worked out, academic exercise in light thinking. His furnace ad not only gives the impression that it will be a cold winter, but that summer is none too early to have heating apparatus installed. His reasons for shopping at his store are so plain that the reader hesitates to go anywhere else for fear he will be swindled.

The depth of an advertisement is its logic. The number of agate lines can be made absolute, but logic can't. Twelve men filling the same space with arguments for the same goods will each write an advertisement of different depth. Some will be so shallow that the reader won't be able to get fairly into their arguments, and others so deep, so convincing, so firmly implanted in the heart of a consistently reasoned out proposition, that the ad will take the reader in over his head. Depth is conviction. The advertisement that has it may flow along very quietly, and be extremely reserved in its statements. The writer who lashes himself into a froth of phrases would consider it a poor performance compared with his own showy screed. But the element that moves readers is something they *feel*. Advertising of depth has this element. Its premises and logic are right, and so the phrases, the column-width, the agate lines, the number of words, the character of the illustrations—these are irrelevant matters if it has an ample third dimension.

FOLLOWING the lead of Boston and other cities, a movement has been started in Nova Scotia for the establishment of a provincial publicity bureau for the purpose of advertising throughout the United States the industrial and tourist advantages offered by Nova Scotia.

HAVE YOU an Xmas proposition to present to rural buyers? If so, tell them in a personal letter what it is. We have their right names and addresses. Ask us. THE HEIBERG CO., South Omaha, Neb.

NEWSPAPERS AND NEWS-PAPER MEN OF CUBA.

By Ramiro Yznaga.

If in the Island of Cuba there exists such a thing as public opinion—which many are inclined to disbelieve—and if it is true that the measure of a country's moral and material progress is always reflected in the public press, then Cuba, strictly speaking, can show nothing that even remotely resembles that powerful "Fourth Estate" which is characteristic of a truly progressive nation.

The level of public culture in Cuba is still abnormally low, and comparatively few of its people are able to comprehend even the simplest civic questions. Probably not more than a bare fourth of the total population take any interest in or understand, even remotely, the bearing that questions of public policy have upon the social life of a nation. The vast majority of Cubans are indifferent to all except the simple things that contribute to their immediate creature comfort, maintaining toward the transcendental questions that are discussed by the press, and read by the people, of an enlightened nation an attitude that is, perhaps, best described by the phrase "vegetable inanimation." Those who have studied attentively the causes that gave origin to the latest revolution—that of 1906—are forced to conclude (however painful may be that conclusion to a Cuban) that there exists in Cuba neither civic pride, nor true patriotism, nor even a clear conception of what these terms imply.

It is necessary to put these truths plainly before the reader at the outset so that he may understand the futility of attempting a comparison between the press of the United States, as a whole, and that of Cuba. The press of a country, as a whole, cannot rise far above the level of the people, for even if the editor of a paper, himself, is endowed with more than average intelligence, his publication to be read at all must seek the intellectual level of those

whose subscriptions sustain it. Hence, in Cuba, with more than a million and a half inhabitants, we find only four or five really good newspapers, the aggregate circulations of which do not exceed 50,000 copies.

THE GREAT DAILIES OF HAVANA.

The four great dailies of Cuba—all of them published in Havana—are the same that existed in the days of the first American intervention—*El Diario de la Marina*, *La Discusion*, *La Lucha* and *El Mundo*. *La Marina*, as it is commonly called, is the oldest of these. By many competent critics it is considered one of the best publications issued in the whole of Latin America. Its political creed has undergone many changes—the inevitable result of the many changes that Cuba, itself, has undergone—but it is only just to say that throughout them all *La Marina* has maintained its reputation as a conservative newspaper and one that has ever had the best interests of the country at heart. Perhaps the most eloquent proof of this is to be found in its undoubted popularity and constantly, if slowly, increasing circulation.

The staff of *El Diario de la Marina* includes many of the ablest writers of the little literary world of Cuba. Its editor, Mr. Nicolas Maria Rivero, is conceded to be a past master of the art of journalism. His style is the despair of the lesser lights of Cuban journalism. No secret of the inexpressibly rich language of Castile is unknown to him. At times his editorials flow with the liquid melody of the brook and again thunder with the rude tumult of the sea; but even when his pen is sharpened against those most deserving of censure, he never permits himself to descend to personalities. In the heat of combat not acrimony, but argument—tinctured at times, it may be, with satire—is his weapon.

Next to Rivero's the ablest pen on the staff of *La Marina* is that of Curros Enriquez. Enriquez may be described as an American

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Juan Valera. A wonderfully prolific writer; his style gives no indication of the haste with which his contributions to his paper are necessarily prepared. The section known as "La Prensa" (The Press) in *La Marina* is under his direction. This consists of a daily critical summary of what the entire press of the Island has to say regarding questions of national importance, and may be compared with the work of the "exchange editor" in the United States.

El Diario de la Marina is housed in one of the finest newspaper edifices to be found in the New World outside of the United States, occupying a building at the corner of the Paseo Marti and Teniente Rey street, recently built expressly for the paper. At the time it abandoned its old home for the new it also installed new presses of American manufacture and several linotype machines, having up to a year ago been set entirely by hand. It receives its telegraphic news through the Associated Press, and supplements this by special correspondence from a large and able body of writers in all parts of the world.

The business manager of *El Diario de la Marina* is Mr. Juan Pumariega. The circulation of the paper is somewhere between 10,000 and 12,000 copies daily, counting the morning and afternoon editions, and the advertising rate is one dollar an inch for both editions, or half that if the ad is ordered for insertion in one edition only. Twenty per cent discount is allowed on yearly contracts, and no advertisement is accepted for less than two dollars, except Want Ads (Solicitudes) on which a special rate is made—fifty cents for four insertions of a four-line ad. *La Marina* prints more of this class of business than all the other papers in Havana put together.

Speaking of advertising leads me to remark that fixed rates are almost unknown in Cuba. Even the leading papers are not above chaffering with a prospective advertiser, and for one who

contemplates an extensive campaign in Cuba the best plan is to correspond directly with the papers. Concessions in price or in position that an agent might not be able to grant can often be secured by dealing directly with the principals. In size *El Diario de la Marina* approximates the New York *Evening Post*, its page being the same width, but a trifle deeper. It prints, however, only six columns to the page instead of seven.

ADVERTISING IN CUBA.

Among Cuban merchants, perhaps, the most popular form of advertisement is that known as *gacetillas*, in English, reading notices. These frequently take the form of *decimas* (ten line verses), but more often simulate news items and are interspersed in the text of the paper. In *La Marina*, the section known as "Habaneras," which consists of brief notes concerning the social life of Havana, is a favorite place for publishing *gacetillas*. The Cuban reporter frequently inserts these notices on his own account in return for a hat, a pair of shoes, a scarf pin or some other gift bestowed upon him by a merchant. This is in accordance with immemorial usage; and it would be easier to pluck Morro Castle by the roots than for a Cuban newspaper to cut off this perquisite of the Cuban reporter. Some justification for this custom is found in the small salaries paid to reporters in Cuba, very few of them receiving more than eight or ten dollars a week. Another custom, a heritage from the days of Spanish domination, is that of bestowing government or municipal positions on men actively engaged in newspaper work. It was common knowledge in Havana that at least one daily that vigorously supported the now defunct government was at practically no expense for reporters, all or nearly all of its staff having been provided with comfortable berths, where they would have little or nothing to do except sing the praise of the government. Municipal advertising in Cuba is also

distributed with a view to securing the support of the more influential papers, but as I am told that custom also maintains to some extent in the United States to enlarge upon it would be ungracious in one who is a stranger within the gates. As a matter of fact few journalists in Cuba are able to live by legitimate newspaper work alone. Those who endeavor to maintain an independent attitude are by stern necessity soon forced into other vocations. To succeed, one's pen must be—like the sword of the adventurer—always at the disposal of the highest bidder. There are, of course, notable exceptions to this rule, but nearly always the independent writer is a man of independent means. Mr. Enrique José Varona, perhaps the ablest of Cuban critics, may always be relied upon to say exactly what he thinks, but he is not dependent upon newspaper work, nor are his writings popular with the majority of Cubans, who prefer to be regaled with pleasant fictions rather than with unpleasant facts.

ADVICE TO AMERICAN ADVERTISERS.

American advertisers seeking Cuban trade will, I believe, find the reading notice or paid write-up more effective than the displayed ad, particularly in publications issued in magazine form. The Cuban is not accustomed, as is the American, to read the advertising pages for the information they contain. If, as is often the case, the advertising pages are uncut, the advertisement might as well never have been printed at all, for the reader will merely peep into them and if he finds no reading matter there will leave them uncut. To my mind, the best form of advertisement in Cuba is the free sample. Two-thirds of the inhabitants of the Island are unable to read, but the free sample speaks for itself. Cuba is an excellent field for many American products, particularly for patent medicines. In the rural districts medical attention is costly and oftentimes difficult to obtain, so that the *guajiro*,

or Cuban peasant, has to rely upon standard remedies, and since the intervention he has acquired a taste for medicines of American manufacture. Some of the most remarkable patent medicine testimonials I ever read have come from Cuba, but when one remembers that the pulverized bones and the fat of the *maja*—one of the few species of snakes found in Cuba—are frequently employed by the *guajiro* in the compounding of remedies for his own use, and that he firmly believes in their efficacy, it is not surprising that he should have even greater faith in a pleasant remedy, put up in a handsome package and bearing a label that, to his untutored mind, must be as awe-inspiring and impressive as a cabalistic inscription.

"LA DISCUSION."

La Discusion is a periodical that claims to be "*un diario Cubano para el pueblo Cubano*"—a Cuban daily for the Cuban people. There are many Cubans, however, who are inclined to question *La Discusion's* estimate of its own character. Nevertheless, it must be admitted that in point of excellence of news service and volume of circulation it is the peer of any newspaper published in the Island. *La Discusion* was the first to introduce American newspaper methods in Cuba. It is owned by Mr. Manuel Maria Coronado, better known as a business man than as a writer. Its editor is the well-known lawyer Mr. Eduardo Dolz, whose reputation has also been chiefly made outside of newspaperdom, though he is an able writer and, as is natural to one possessed of legal training, a clever special pleader for the men or measures that *La Discusion* happens to favor. *La Discusion* was reputed to be the mouthpiece of the government of ex-President Estrada Palma, and suffered not a little in prestige by the overthrow of that government, though it is probable that it has suffered no loss in circulation, but on the contrary profited in this particular, as did the other newspapers, by the popular eager-

ness for news awakened by the late revolution. This paper prints about the same number of copies daily as *El Diario de la Marina*, but issues only an afternoon edition on week-days and a morning edition on Sundays. Its columns are the same length and width as those of the *New York Sun*, but there are only six columns to the page instead of seven. Its charge for advertising is fifty cents an inch for each insertion, with a discount of twenty-five per cent on yearly contracts. The plant of *La Discusion*, on San Ygnacio street, more nearly resembles that of an American newspaper than that of any other newspaper on the Island. It includes all modern labor-saving devices and boasts of a fine photo-engraving outfit. This reminds me that mention ought to be made of *La Discusion's* deservedly famous cartoons, the work of the caricaturist Suarez. Nor would it be fair to omit mention of a writer whose brilliant pen contributes not a little to the popularity of *La Discusion*—Mr. Jesus Castellanos. As between *La Discusion* and *El Diario de la Marina* the circulation of the former is more largely among Cubans, the latter being pre-eminently the organ of the Spanish colony in Cuba, which includes the greater part of the solid business men of the Island, the Cubans preferring a professional career or agricultural pursuits to mercantile life, a fault in the national character that Mr. Taft touched upon in his brilliant address to the students of the University of Havana.

"LA LUCHA."

La Lucha, printed on an electric. Scott perfecting press in O'Reilly street, one of the principal business thoroughfares of the capital, circulates about ten thousand copies daily, and is credited with being the paper of largest circulation in the city of Havana. Both *El Diario de la Marina* and *La Discusion* are widely read throughout the Island, but the circulation of *La Lucha* is confined principally to Havana and the nearby towns.

Its pages are about the same size as those of the *New York Sun* and its advertising rate is the same as that of *La Discusion*—fifty cents an inch per insertion—with discounts ranging from ten to twenty-five per cent on yearly contracts. It is an afternoon paper. Mr. Antonio San Miguel is the editor of *La Lucha*, and Mr. Cayetano Perez, business manager.

La Lucha is printed principally in Spanish but gives a resumé of the news in English each issue. It inclines somewhat to the yellow school of journalism, and does not possess as many brilliant pens as are to be found on the staff of *La Marina*. Its most ably conducted department is that devoted to the social life of Havana, a section in charge of "Conde Kostia." At the present moment *La Lucha* is enjoying extraordinary popularity because of the aid it lent the Liberal party in overturning the government of Estrada Palma. One of its principal editorial writers is the talented mulatto—Juan Gualberto Gomez—who essays by turns the role of journalist, orator, politician and revolutionist. He was one of the principal fomenters of the revolution that ended Spanish domination in Cuba, took an active part (until arrested and imprisoned) in the latest revolution, and may be counted upon to be always "agin the government" no matter what that government may be.

"EL MUNDO."

El Mundo is the youngest of the important dailies of Cuba, having been established subsequent to the first American intervention. It was started as a Liberal paper but failing to receive the support it expected it became an organ of the National party, presided over by Mr. Emilio Nunez, Civil Governor of Havana Province. In the late crisis it warmly supported the cause of the Palma government and was favored accordingly, as was *La Discusion* and the other papers that aided the "ins" against the "outs." Now that both sides are

out there will be fewer plums for newspaper men in Cuba than formerly.

Mr. Juan Manuel Govin, the editor of *El Mundo*, was a member of the now extinct Cuban Congress, but has never achieved a reputation as a writer. He is best known in Havana as an agreeable man about town, with a leaning toward athletic sports, and enjoys considerable local reputation as an adept with the foils. Associated with him on *El Mundo*, however, are a number of clever newspaper men, notably Mr. Varela Zequeira, who is reputed to be the author of the able editorials that appear in *El Mundo* from time to time. The paper has a fairly good mechanical equipment, including a number of Monoline typesetting machines, a Goss Clipper press, and a photo-engraving plant, being (with the exception of *La Discusion*) the only illustrated daily in Cuba. Its advertising rate is the lowest of any of the great dailies—20 cents an inch per insertion. One curious feature of *El Mundo's* business management that astonishes Americans—and Cubans also for that matter—is that you can purchase single copies day by day for three cents each but if you subscribe for it the price is one dollar a month.

El Mundo possesses two advantages over its colleagues—it sells for two cents less on the streets and is issued at seven o'clock in the morning, while the other papers mentioned seldom appear before noon. The lower price tends to make it popular with the masses, while the fact that it is issued early in the morning enables it to catch the first trains out of Havana for the provinces. As the provincial dailies are not issued until three or four o'clock in the afternoon it is not uncommon to find *El Mundo* on sale in all of the eastern provinces before the local papers are printed.

AMERICAN DAILIES IN CUBA.

The *Havana Post* and the *Daily Telegraph* are the only English dailies published in Havana. The

latter is only about a year old and is printed entirely in English. The *Post* was started in the early days of the American intervention, and recently added to its English edition a supplement printed in the Spanish language which has resulted in adding materially to its circulation. The *Sunday Post* is by all odds the best Sunday paper printed in Cuba.

There are a number of other dailies published in Havana but none worthy the attention of the general advertiser. Outside of Havana there is nothing that might even be called a newspaper, though there are publications aplenty. These for the most part are printed solely for the purpose of booming some little local politician or abusing his opponents—papers dedicated to what in Cuba we call *la política de campanario*—an untranslatable phrase of which "peanut politics" is perhaps the nearest English equivalent. To this vindictive and personal school of journalism Cuba owes in great part her present unenviable position.

FORERUNNER OF MUNYON.

One of the most persistent and successful advertisers of the first half of the last century was Morrison, a London pill man. He was the first to put up his remedies as Nos. 1, 2 and 3, the figures indicating the order in which they were to be taken. Time and again he sued the doctors and all who ventured a word against his nostrums. He always lost or abandoned these suits, but he considered the notoriety gained worth the money spent.

Holloway, another patent medicine man of that era, was the advertising Napoleon of his day. He spent \$750,000 for advertising in a single year. He placarded Asia, Africa, Australia and the isles of the sea, following the advancing armies and march of civilization of his time. The advertiser of the Packard razor strop, an earlier triumph in publicity, boasted that he kept his laureate. So he did. He boarded a poet, who did the work (the rhyming couplets so popular just now) for his keep.

Thackeray in his "Journey from Cornhill to Cairo" says that a Warren's blacking ad was painted up over an obliterated inscription to Pommecius on Pompey's Pillar. In 1848 Professor Liebig's indorsement of a brand of bitter beer was found already posted up by the British Army invading China.—*New York Press*.

A SYMPOSIUM OF OPINIONS.

Letters of commendation sent to the editor are good for two things: they please the editor, and they show him that his paper pleases the subscribers. Below are a few letters recently received from PRINTERS' INK readers. The letters ring true, all of them. They are worth reading:

56 Pine Street,
NEW YORK, Nov. 17, 1906.
Editor of PRINTERS' INK:
We renew subscription for six months beginning November 15. I find each number contains useful information and valuable suggestions in connection with bringing new articles before the public.

CANTSLIP BATHTUB APPLIANCE CO.,
J. H. Pugh, Manager.

HANFORD, Cal., Nov. 7, 1906.
Editor of PRINTERS' INK:

Inclosed find our draft for \$2 for which you will extend our subscription to PRINTERS' INK another year. Pardon us if we state that PRINTERS' INK comes to us each week filled to the brim with "good stuff" which we eagerly—we might say impatiently—await. We deeply sympathize with any poor, unfortunate clothier who has neglected to subscribe for your magazine.

RICE, STEARNS & Co.

ALLENTOWN, Pa., Sept. 26, 1906.
Editor of PRINTERS' INK:
We herewith inclose you \$2 for the renewal of our subscription for another year.

In renewing this subscription we desire to bear witness to the helpfulness of the Little Schoolmaster as a safe guide and counselor in the mapping out and directing of our advertising. It has saved us many a dollar, and saved us from many a false step that would have proved fatal to us in the building up of our growing advertising campaigns. To your immediate correspondent PRINTERS' INK has been a familiar face and an old friend ever welcome for years through his association with newspaper work in one way or another, but it never rendered more valuable service than in the past seven months. Long life and plentiful prosperity to you.

THE HORLACHER BREWING CO.,
Per J. W. Mayne, Adv. Agent.

JAMESTOWN, N. Y., Oct. 4, 1906.
Editor of PRINTERS' INK:
Inclosed find check for \$2 for which

please mail PRINTERS' INK for one year to the *Morning Post*, Jamestown, N. Y.

We would not be without PRINTERS' INK for a good deal. We think you are anything but boastful when you state that you think PRINTERS' INK worth the price.

POST PUBLISHING CO.,
Robert K. Beach.

"Apsley House,"
Sandon Street,
LIVERPOOL, Eng., Oct. 30, 1906.

Editor of PRINTERS' INK:
I have subscribed to the Little Schoolmaster for two years (through Mr. F. W. Sears, London), and have benefited much from the perusal of its invaluable pages.

VINCENT BULLEN.

INDIANAPOLIS, Ind., Oct. 23, 1906.
Editor of PRINTERS' INK:
I regard PRINTERS' INK as containing more information of genuine interest than any other magazine that I receive.

LEE BURNS,
The Reader Magazine.

CINCINNATI, O., Nov. 1, 1906.
Editor of PRINTERS' INK:
We hardly see how we could get along without the Little Schoolmaster as it has been for the past five or more years an inspiration to the writer.

THE S. OBERMAYER CO.,
J. Cecil Nichols, Adv. Mgr.
COLUMBUS, Ohio, Nov. 3, 1906.

Editor of PRINTERS' INK:
Inclosed find draft for \$2 to renew our subscription to your paper. We wish that all of our investments would pay us a proportionate return. We get more good out of these two dollars than any other money we spend in advertising.

L. F. KIESEWETTER, Cashier,
Ohio National Bank.

MULBERRY, O., Nov. 8, 1906.
Editor of PRINTERS' INK:
I think PRINTERS' INK is the "Only Magazine." I got more out of one copy (a sample, too) than out of a half dozen ordinary trade magazines.

CHARLES S. RYHOLT.

No advertising man can afford not to be a subscriber.

PRINTERS' INK

10 Spruce Street,

NEW YORK.

REAL ESTATE NEWS TO BACK REALTY ADVERTISING.

ATTENTION TO CITY'S GROWTH BY ONE OF THE NEW YORK PAPERS HAS DOUBLED ITS REAL ESTATE PUBLICITY—SUGGESTIONS FOR PUTTING LIFE INTO THE OSSIFIED REAL ESTATE PAGE.

Real estate news is no novelty in a daily paper. Every newspaper that prints real estate advertising makes a practice of publishing more or less realty information opposite its classified columns.

But this news is often dry and perfunctory, giving a bald record of real estate transfers, items about realty brokers, mortgage records, architects' pictures of proposed new buildings, and the like. Few persons not directly interested in property are ever tempted to read the real estate columns. Many who are interested in property pass the real estate news by and bury themselves in the real estate ads, which are usually more vital.

It would probably pay the newspaper publisher to brace up this real estate news.

If a bright reporter were put on the job to get live articles about local growth, development of transportation lines, rise in values, the future of the city as shown in past development, etc., it would be possible to have several times as many readers for the real estate page, with a resultant increase in realty advertising. Real estate men respond eagerly to enterprise on the part of a publisher. They advertise liberally—more liberally, perhaps, than any other class in a community. They feel, rightly, that the classified columns of a paper are read by every person interested in property, and that a small announcement keeps them in touch with this public so long as there is nothing extraordinary stirring. But when a publisher announces a general article on property growth and values, something that is bound to be read by thousands who would

not ordinarily look at the classified pages, they want larger ads in that issue, and usually take display space in a generous way.

During the past eighteen months the New York *Press* has more than doubled its realty advertising, display and classified, by printing Sunday articles showing the development of Greater New York and its environs. These articles were published as regular Sunday "features stories," and were written by Richard Spillane, Sunday editor of the paper, who is a student of New York realty conditions. Maps and diagrams were drawn to illustrate them, and in most cases these drawings told a strong story in themselves. Each article took up some section of Greater New York. One on Brooklyn demonstrated by population statistics and proposed transportation routes that this borough will, in five years, outstrip Manhattan Island. For instance, in 1905 Brooklyn spent sixty millions in new buildings. It has enough building sites to provide homes for ten million persons. Bridges, subways and tunnels now under construction or projected will give facilities for hauling 300,000 persons per hour. Within a year there has been an increase of fifty per cent in realty values. The centers of development were indicated on a map, showing where new transportation lines are to run.

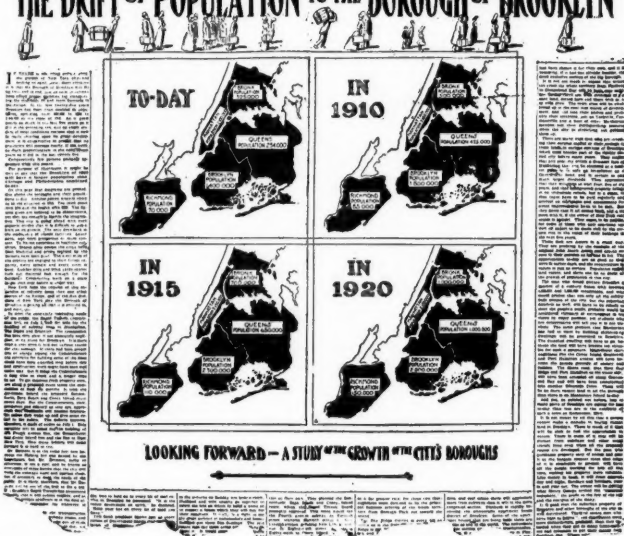
Another article dealt with building operations in Manhattan, the Bronx and Brooklyn, which aggregated more than \$200,000,000 in 1905, exceeding all past records. A third took up Long Island's development from the standpoint of the commuter, talking in terms of minutes required to reach home. A fourth dealt with Brooklyn's subway system. A fifth pictured the new electric zone of the New York Central and New Haven roads in Westchester County. "Fifteen minutes to Newark," was a sixth, and Connecticut property still another topic.

Active solicitation of realty

men in the territories involved went on in connection with these articles, and in all cases there was immediate response. When the paper's first article on New Jersey was prepared, it was thought that realty men in Jersey City, Hoboken, etc., could be interested, with perhaps a few agents and brokers farther inland. But advertisements were received from firms all over suburban New Jersey. One realty agent in Newark had never tried the New York papers. He gave orders for

as forceful a real estate story to tell through description of building operations, growing transit lines, development of residential and business neighborhoods, establishment of new suburbs and new summer colonies outside the suburban limits. These stories ought to be lifted out of the dry, meaningless routine of realty transfers. The facts ought to be taken in hand by a man with imagination enough to interpret the realty future. Properly handled, they could be made of far more

THE DRIFT OF POPULATION TO THE BOROUGH OF BROOKLYN



a half-page in the *Press*, and from that time forth has been a steady user of space, not only in the *Press*, but in the *Sun*, *Herald*, *World* and *American*. Copies of these papers were purchased in 10,000 lots for distribution by realty firms.

While New York is a wonderful center of development just now, attracting capital from the whole country, it overshadows other cities only in magnitude. There is probably not a center of 50,000 people anywhere in the United States but has to-day just

local interest than the average run of Sunday sensations.

"Real Estate" is simply a synonym for home. Every other newspaper reader who is interested in land values is absorbed in the home question. Investors and speculators in real estate are a small body compared with the genuine home-builders, and could not exist at all were it not for the latter. For this reason, everything published concerning home-building has a direct bearing on the real estate columns—garden-ing, small farming, poultry and

squab raising, home furnishing, etc. Articles of this nature ought to be lifted over near the real estate ads, making a good-sized realty section. Building plans for houses of varying cost, articles dealing with heating apparatus, concrete construction, paints, decorative schemes, wall papers and all the things that bear on home-making have a direct real estate value. Stories about success with poultry right in the paper's locality, stories of families that have got hold of a summer home at reasonable cost, outlines of trolley trips that will take people out where realty is being developed—this is the sort of stuff that the Sunday editor should seek diligently for his realty page. Publications like *Country Life in America*, *House and Garden*, *American Homes and Gardens*, *Suburban Life*, *House Beautiful*, *Garden Magazine*, *Ladies' Home Journal*, *Good Housekeeping*, *Ladies' World*, *Woman's Home Companion*, etc., furnish plenty of matter for the scissors, and good live matter at that. Local architects can secure publicity for themselves by writing articles and giving designs of houses that fall below the cost at which an architect is possible for the home-builder. Instead of wash drawings of what is to be built in the future, let homes just finished be illustrated and described inside and out. A realty page ought to stand for home first, last and always, for that is what real estate means.

Activity along this line will not only bring new real estate advertising to a newspaper, but is something that a newspaper publisher owes his real estate community. Real estate advertisers are keener to grasp opportunities to tell their stories in a promising place than any other class of business men, take them the country over. Their proposition is one that depends to a very large extent upon broad general arguments showing growth, rise in values and the advantages of owning one's own home. Their own propositions, however, must occupy all the space that they are

able to buy in a newspaper, so that broad general arguments that will help their lots and subdivisions fall in the publisher's province. If the publisher does his share the real estate advertisers are seldom backward in doing theirs.

NOT WORTH COUNTING.

No more subscriptions of ads for the *Herald* will be accepted until the business men of South Fork decide to guarantee us at least \$10 per week in cash advertising at our regular rates of \$2 per column for display ads or five cents per line for locals. We have not tried to force any one to take an ad in the *Herald*, as we do not believe in earning our living and begging for it, too. Our actual expenses, including the cost of our board, are almost \$20 per week. This does not allow us any other salary than board, clothes and tobacco. We had \$2.40 left when we arrived in town May 19, and it has taxed our ingenuity to keep things moving, which we were enabled to do through Dr. Anderson's kindness in allowing us to run up a board bill during the time he was running the Merchants' Hotel. We will lose about \$100 if we drop the paper now, and therefore shall not refund any subscription accounts. We have canceled our order for ready prints and closed our job department; and unless our business men are enterprising enough to subscribe the above amount of advertising, without our personal solicitation, before we can secure enough money to square our board bill, we propose to kiss ourselves goodby and explore the jungles in search of a community that does not expect us to live on smiles and hot air.—*Ozark (Mo.) Herald*.

It has often been asserted that there are in the United States no less than four thousand newspapers that do not regularly issue so many as a hundred copies. The *Ozark Herald* was, doubtless, one of this sort. The latest census gives the population of Ozark, at thirty souls. It is situated in southern Missouri, and two other papers are published there even if the *Herald* appears no more. In the recently issued book, "Newspapers Worth Counting," these are the sort of publications that fail to get mention. From the standpoint of the general advertiser space in their columns cannot possibly be worth the cost of postage required to supply them with electrotypes, even if they give free insertions after the block comes to hand.

A LITTLE CAMPAIGN FOR SOME LITTLE BOOKS.

One of the minor successes in book advertising the past year has been that for Everyman's Library, a series of pocket reprints of the classics, published by J. M. Dent & Co., London. This library is conceived on original lines. A thousand volumes are to be issued ultimately, and it is designed to make the reprints so choice and so compact that a family can have the world's best literature in a corner bookcase. There are two styles of binding, at fifty cents and a dollar per volume, and the volumes can be purchased singly to suit. The first fifty volumes were ready last April for sale in this country, and the American publishers, E. P. Dutton & Co., New York, arranged a compact little advertising campaign to introduce the new idea, using six or seven magazines through the summer. Classics are pretty dry stuff to talk about, and the ads had to be devoted largely to a list of the volumes that were ready, so that not much space was left for argument. The latter was confined chiefly to an explanation of the plan of Everyman's Library.

Results in this campaign show that the book demand is by no means centered on the trashy or the latest novel. About one-third of the 150 titles issued to date were fiction, but more books of travel, history, biography and science were sold than novels. Books at this price naturally carry a small margin of profit, so the advertising could not expand as exuberantly as that for a boom novel. But in actual results the publicity was amply justified, and as the library is staple, the cumulative results are also valuable.

"Sales are made both by mail and through the trade," said George Dutton to a PRINTERS' INK reporter. "The trade sells more than we do direct, yet mail returns have been surprising. We have received orders from miners and stockmen in far western States, and from Cuba, while the sums enclosed were anything from

fifty cents for one book to ten dollars for a small library. This mail-order business came, of course, from the magazines. A limited amount of newspaper advertising was done in the recognized book centers. And solid books led. In England the first on the list was a work not usually included among the best hundred books—Speke's 'Discovery of the Source of the Nile.' In this country among the best sellers have been Boswell's 'Life of Johnson,' Robertson's sermons, Pepy's diary and Euripides's plays. Speke's book sold, doubtless, because it has long been out of print, and some volumes like Pepy's and Boswell because this edition of these works is lower in price than any previous one. Price has been a large element in sales, because the books are handsomely manufactured and thoroughly edited. But next to publication of list and prices in our advertising the public seemed to be interested in the plan of the library—the fact that this was the first installment of a library of a thousand titles. Purchasers in ordering have written in to suggest titles to be included in Everyman's. Another good advertising argument has been possession of one's own books—the idea that readers cannot become familiar with the world's solid classics by borrowing them one at a time from a public library. The uniformity and 'one book at a time' have also been attractions. Notwithstanding innumerable editions of books like Shakespeare's plays and Marcus Aurelius's 'Meditations,' these titles have sold rapidly, and the list even includes the New Testament. We consider the returns from this campaign generous, and think they indicate a high degree of solidity in the book situation."

1,000 BOOKLETS \$10

8 pages, size 5½x3½.

First-class wood-cut paper, any color ink. A decided bargain to interest new customers. Send for sample. Address

PRINTERS' INK PRESS,
45 Rose Street, New York.

5,000 BOOKLETS \$30

NOT PART OF THE CURRICULUM.

ADVERTISING WILL NOT BE INCLUDED IN THE PULITZER SCHOOL OF JOURNALISM—SOME REFLECTIONS AND SUGGESTIONS DERIVED FROM THIS BIT OF INFORMATION.

When Mr. Joseph Pulitzer's College of Journalism begins its eleemosynary career at Columbia University, the important essential of newspaper life will not be included in its curriculum. That is to say, advertising and business methods will not be taught. On the other hand, editorial and reportorial divisions will receive attention, and the unfortunate journalist who further qualifies his calling as business, circulation or advertising manager will have to pursue his way uninstructed and without degrees.

A letter from PRINTERS' INK addressed to Mr. Bradford Merrill, Mr. Pulitzer's representative, elicited this reply:

"Dear Sir—Replying to your note of the 31st ult., I can only say that if Mr. Pulitzer's own wishes prevail, when the College of Journalism which he has endowed at Columbia University opens, there will be no instruction or teaching concerning the advertising or business office of newspapers.

"When he gave \$1,000,000, with a promise of much more when the School of Journalism is in successful operation, he said that his sole purpose was to raise the profession of journalism by founding a school in which its principles might be taught exactly as the principles of law, medicine, and other learned professions are now taught in special schools connected with great universities.

"The state of Mr. Pulitzer's health compels him to be absent from New York this winter, so it would be impossible, I regret to say, to obtain an interview.

"I feel sure, however, that he could not be induced, if he were here, to express an opinion on 'advertising as a business science,' because I have heard him say that he knew very little about advertising; he had never spent as much

as a week in his whole life in the business office or counting room of his newspapers; knew very little of the details of business management, and that his constant aim was to add to the intelligence, influence, and independence of the editorial side of journalism, knowing full well that the business office and advertising side of American newspapers were already managed with skill and ability, and needed no special encouragement. Very truly yours,

BRADFORD MERRILL."

As illustrating what are the conditions of journalism there was recently a meeting of the subscribers of the Associated Press in New York. In the list of 450 present, representing the daily press from all parts of the country, there were but eight editors—the others, the responsible representative men of their journals, shaping their policy, voting under their franchises, were publishers and business managers. The Little Schoolmaster does not assume that any of these able men could be taught anything in any college, but the degree of Doctor of Journalism or even Bachelor of Journalism would give them an added dignity which it would be impossible to contemplate without pride and joy. A few years ago when similar meetings of the Associated Press were held the editors attended, and it is within the memory of many still living when the presence of a publisher or business manager, at the great function, would have been as incongruous as a layman sitting in a council of Bishops.

We have in journalism but one great editor left, Col. Henry Watterson of the Louisville *Courier-Journal*. When he surveys the intellectual kingdom over which he rules alone, and contemplates its desolation, he must feel like Macauley's "Traveler from New Zealand," regarding from a broken arch of London Bridge the ruins of St. Paul's. His great fellows have passed, or are passing—Greeley, Raymond, Bowles, the elder Bennett, Mc-

Clure, Halstead, Joseph Medill, Wilbur F. Story, Forney, Dana, and the half-score others who illumined the journalistic sky. If indeed Mr. Pulitzer's college shall fill their places more power to it. But while he may make great journalists, the stouter law of commercialism leaves no place for them to exercise the talents his college is intended to develop.

They teach business journalism at many Young Men's Christian Associations in lectures and orally, but this is a school whose degrees or certificates have scarcely the standing of a diploma. Then G. H. Powell conducts a correspondence school teaching pupils how to write advertisements. From the very nature of his task it is of necessity negative; that is, it teaches persons what not to write rather than what they should. He has lots of pupils, and the instruction he gives is of real value. The reporter of PRINTERS' INK asked him what he thought of Mr. Pulitzer's restrictions. He said that he didn't see how advertising could be taught orally or in lectures. It was an instruction of criticism of work done; the pupil could be given a task, and when he had performed that its merits or faults could be indicated to him. It was a corrective education in which the teacher took the initiative, and watched the course to its completion. He didn't regard the absence of the business branches of journalism from the college course as omitting anything which could with profit be added.

Manly Gillam was disposed to regard the subject in a wider field, and to speak of it in a philosophic vein. He said the Greeleys and Danas are born, not educated. They grew up to great distinction because they had that in them that was bound to grow. Nothing could have stopped them in their eminent careers. Nor could any education have advanced their degree of success. Such men are bound to succeed. On the other hand there are those of the average capacity to whom special

education cannot fail to be of great aid.

"Mr. Pulitzer himself," said Mr. Gillam, "is not a highly educated man in the scholastic sense. But how much more he knows than almost any other man who has a string of letters after his name. And, moreover, how entirely he has his vast and varied funds of knowledge at command to apply to the affairs of life instantly and effectively. As Mr. Merrill quotes him, he is not familiar with business journalism. He errs on the side of modesty. No man knows more about its controlling principles than Joseph Pulitzer. He may possess that knowledge intuitively and be entirely unaware of its existence, because he acquired it without effort, but that he has it in the highest degree no one can deny. Moreover he is one of the best advertisers of his generation. He is equally a business man and a specialist in advertising and a journalist. He may have more pride in the latter—I dare say he has. Men blest with the faculty of being editors usually display their delight in it. Now a few years ago when I began newspaper work the business of a newspaper was deemed by editors as the necessary drudgery of the profession. Conditions are reversed now. The business departments are the ruling ones in this commercial stage, and the publishers and business managers are, to use a slang phrase, the Big Noise. I should be pleased to see a provision in the course of the College of Journalism for teaching its business, but if Mr. Pulitzer does not regard it so, I yield without protest to his riper and better views."

"But suppose he does consider the subject, what elementary truths could be taught? Upon whom would it draw for lecturers? What scientific bases could be laid down?"

"Why as to the first and third questions, they would crystalize themselves; as to the second, there are very able men to be found. Louis Wiley—Crafts—oh! there are plenty of men fitted by

experience and temperament to fill the chairs, and of first-class tested capacity. There is as much literary quality in a well-written advertisement as in the most illumined editorial or in the best report. I might say there is, as a rule, more evidence of literary exactness in the publicity of some of our department stores for instance, because it centers its aim on one object; and while it is not an exact science, like mathematics, it is by no means an experimental one, like chemistry or electricity in its higher stages. Still, I believe that the great journalists will always come to their own, in whatever branch of the profession they may adopt, and collegiate instruction will scarcely affect them. We have an illustration at hand in art frequently repeated. Youth show germs of genius and are sent abroad to study and are lost in the art world forever. Their pictures lose the distinctiveness of originality, although they may conform to the conventions."

There were other and varying views expressed by representative advertising men and business managers, but these two opinions embrace them all.

MR. HALLOCK EXPRESSES HIS VIEWS.

WESTERN NEWSPAPER UNION,
NEW YORK, NOV. 16, 1906.

Editor of PRINTERS' INK:

Your publication is always foremost in advocating what it believes to be good advertising and in a tendency to discourage that which is bad.

I have long been in hopeful anticipation that PRINTERS' INK would proclaim against the use of those abnormally large, clumsy and cumbersome printed cards which are being sent through the mails in all varieties of sizes and shapes, and in constantly increasing numbers.

Out of the hundreds of these miserable monstrosities received within the last few months, there have been perhaps two or three which contained fairly creditable matter, such as might attract one's attention for a moment, were it not for the fact that they invariably come broken or crushed, and present a most disreputable appearance, which renders their journey to the waste-basket both hasty and inevitable.

As a matter of fact, every cent spent in this kind of publicity is worse than wasted. One should not hope to make successful use of a document for advertising purposes which comes to hand in a bedraggled condition, besides

the annoyance caused by having one's mail made bulky by such coarse and obtrusive matter is not conducive to a kindly feeling on the part of the recipient, but quite the reverse.

Very truly yours,
W. W. HALLOCK.

A MEDIUM FOR BOOK ADVERTISING.

NEW YORK, NOV. 16, 1906.

Editor of PRINTERS' INK:

In your issue of November 14th in an article on book advertising in newspapers under the caption "The Publicity of the Book Trade," you state in reference to Chicago as one of the three centers for advertising, "In Chicago, the *Evening Post* helped by the *Record-Herald* carries it."

As a matter of fact and figures, the *Chicago Tribune* carries the bulk of this advertising and furthermore it is used exclusively as the one newspaper in Chicago by many of the publishers.

The following are the figures as computed in this office:

	<i>Tribune.</i>	<i>Record-Herald.</i>	<i>Post.</i>
Jan. 1 to June 30, 1906...	71,033	15,900	33,190
* Month of Sept. " ...	12,843	11,864	8,076
Month of October, " ...	25,406	21,363	15,124
	109,302	92,717	56,390

* July and August not counted—practically no publishers' business in these months.

From November 1st to 14th inclusive, the *Tribune* contained 9,236 lines, the *Record-Herald* contained 5,412 lines, the *Post* contained 3,150 lines.

From the above figures you will observe that the *Chicago Tribune* has carried so far this year a total of 118,538 lines, the *Record-Herald* 98,129 lines, the *Evening Post* 59,540.

This gives the *Tribune* 20,409 lines more than the *Record-Herald*, and twice as much as the *Evening Post*.

I might also add that every line of advertising in the *Chicago Tribune* is paid for at regular rates, as the *Tribune* does not make any trade deals for space in exchange for serial stories, magazine advertising, etc.

Yours very truly,
J. C. WILBERDING.

THE daily papers enjoy a monopoly of news which of all monopolies ever conceived of is the greatest. "I care not who makes the laws of a country," said a wise man, "if I can make its songs." I care not who makes the laws of a country or writes its songs, if I may provide the news. The sugar trust and the oil monopoly are pigmies alongside the Associated Press giant. This is a new country; in the natural order it has centuries before it for growth and development, yet no new daily newspaper, in any large city, can ever be successfully established from now until the crack of doom, while this monopoly lasts, and it bids fair to last forever. I know of no new large city daily that has been started and been successful within the last quarter of a century. Such a thing is impossible.—Wilmer Atkinson.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the Roll of Honor of the last named character are marked with an asterisk.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, dy. Average for 1905, 22,069. Best advertising medium in Alabama.

Montgomery. Journal, dy. Aver. 1905, 8,677. The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican. Daily aver. 1905, 6,581. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times, dy. Act. av. 1905, 2,781. Act. aver. for May, June and July, 1906, 4,227.

Little Rock. Arkansas Gazette, morning and weekly. Actual average sworn circulation for the past three months: August, 11,496; September, 12,011; October, 11,888; Sunday, only, average, 15,150. Universally regarded as the best advertising medium in Arkansas.

CALIFORNIA.

Mountain View. Signs of the Times. Actual weekly average for 1905, 22,550.

San Francisco. Pacific Churchman, semi-mo.; Episcopalian. Cir. 1905, 1,427; May, 1906, 1,700.

San Francisco. Sunset Magazine, monthly; literary; 192 to 234 pages, 588. Average circulation ten months beginning December, 1905, 64,500. Home Offices, Ferry Building.

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. Actual aver. for 1904, 10,926; for 1905, 11,688.

Denver. Post. New people—new homes—new ice is—all supplied by the "Want" columns of the Denver Post. Cir.—Dy. 55,915, Sunday 74,605.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Bridgeport. Evening Post. Sworn, dy. av. 1905, 11,025, now over 12,500. E. Katz, S. Apt. N. Y.

Meriden. Journal, evening. Actual average for 1905, 7,557.

Meriden. Morning Record and Republican. Daily average for 1905, 7,557.

New Haven. Evening Register, daily. Actual av. for 1905, 12,711; Sunday, 11,811.

New Haven. Palladium, dy. Aver. 1904, 7,857; 1905, 8,686. E. Katz, Special Agent, N. Y.

New Haven. Union. Average 1905, 16,209. 3d. quarter 1906, 16,485. E. Katz, S. Apt. N. Y.

New London. Day, ev'g. Aver. 1905, 6,109; Oct 6 mos. 1906, 6,065. E. Katz, Sp. Agent, N. Y.

Norwalk. Evening Hour. Daily average guaranteed to exceed 3,100. Sworn circulation statement furnished.

Norwich. Bulletin, morning. Average for 1904, 5,350; 1905, 5,920; now, 6,585.

Waterbury. Republican, dy. Aver. for 1905 5,618. La Cote & Maxwell Spec. Agents, N. Y.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1905, 55,550 (©).

FLORIDA.

Jacksonville. Metropolis, dy. Average 1905, 8,950. Oct. 1906, 9,407. E. Katz, Sp. Agt., N. Y.

GEORGIA.

Atlanta. Journal, dy. Av. 1905, 46,028. Sunday 47,998. Semi-weekly 56,781; May, 1906, daily, 52,517; Sun., 57,977; semi-wk., 74,281.

Atlanta. News. Daily aver. first six mos. 1906, 24,668. S. C. Beckwith, Sp. Agt., N. Y. & Chi.

Atlanta. The Southern Ruralist. Sworn aver. first six mos. 1906, 62,966 copies monthly. Beginning Sept. 1st, 70,000 guaranteed, semi-monthly.

Augusta. Chronicle. Only morning paper. 1905 average, 6,045.

ILLINOIS.

Aurora. Daily Beacon. Daily average for 1905, 4,580; first six months of 1906, 6,245.

Calro. Citizen. Daily average first six months 1906, 1,529.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,100 (©).

Chicago. Breeders' Gazette, weekly. \$2.00. Average circulation 1905, 10 Dec. 31st, 66,605.

Chicago. Dental Review, monthly. Actual average for 1905, 5,705.

Chicago. Examiner. Average for 1905, 144,806 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.

Chicago. Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago. Inland Printer. Actual average circulation for 1905, 15,866 (©).

Chicago. Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average 1905, daily 146,456. Sunday 204,539.

★ The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (C)

Danville. Democrat, dy. and Sun. ex. Mon. *Sworn act. net av. for Sept.-Oct., 1906, 7,605.* Flat rate, r. o. p. 3 inches minimum, 12 cents. Classified, min. 25 words, 1c. a word 3 times. More "live" wants than competitors combined.

Joliet. Herald evening and Sunday morning. Average for year ending July 17, 1906, 6,266.

INDIANA.

Evansville. Journal-News. Av. for 1905, 14,040. *Sundays over 15,000.* E. Katz, S. A. N. Y.

Indianapolis. Up-to-Date Farming. 1905 av., 15,620 semi-monthly; 75c. a line. Write us

Notre Dame. The Ave Maria. Catholic weekly. Actual net average for 1905, 24,890.

Princeton. Clarion-News, daily and weekly. Daily average 1905, 1,447; weekly, 2,397.

Richmond. The Evening Item, daily. *Sworn average net paid circulation for 1905, 4,024; nine months ending Sept. 30, 1905, 4,411; for Sept., 1905, 5,013.* (over 3,400 out of 4,800 Richmond homes are regular subscribers to the Evening Item).

South Bend. Tribune. *Sworn daily average, Oct., 1906, 7,586.* Absolutely best in South Bend.

INDIAN TERRITORY.

Muskogee. Times Democrat. 1905, av., 2,881; 3 mos. end. May 1906, 5,210. E. Katz, Agt. N. Y.

IOWA.

Carroll. Times, weekly. Average for 1905 1,368.

Davenport. Catholic Messenger, weekly. Actual average for 1905, 5,214.

Davenport. Times. Daily aver. Oct., 12,250. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average sold 1905, 39,178. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 362 issues than any competitor in 362 issues. The rate five cents a line.

Des Moines. Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for May, dy. 29,434.

Des Moines. The People's Popular Monthly. Actual average for 1905, 182,175.

Sioux City. Journal, daily. Average for 1905 sworn, 24,961. Average for first six months, 1906, 29,045.

Sioux City. Tribune. Evening. Net sworn daily, average 1905, 24,287; July, 1906, 27,177. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson. News. Daily 1905, 5,455. Oct. 1906, 4,500. E. Katz, Special Agent, N. Y.

Lawrence. World, evening and weekly. Copies printed, 1905, daily, 5,578; weekly, 8,180.

Pittsburg. Headlight, dy. and wy. Actual average for 1905, daily 5,280, weekly 5,278.

KENTUCKY.

Berea. The Citizen. No other weekly in State like it. Circulation increased 50% since August, 1906. Only paper in many mountain homes. Questionable ads refused. Send for sample copy.

Lexington. Leader. Av. 1905, evg. 4,694. Sun. 6,165; Oct. '06, 5,216. Sy. 8,566. E. Katz, S. A.

Marion. Crittenden Record, weekly. Actual average for year ending October, 1905, 1,822.

Owensboro. Daily Inquirer. Larger circ. than any Owensboro daily. No charge unless true.

Owensboro. Daily Messenger. *Sworn average circulation for 1905, 2,471; June, 1906, 3,415.*

LOUISIANA.

New Orleans. Item, official journal of the city. Av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069; for April, 1906, 26,090. Av. cir. Jan., 1 to June 30, 1906, 25,196.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,269,575.

Augusta. Kennebec Journal, dy. and wy. Average daily, 1905, 6,986, weekly, 2,090.

Bangor. Commercial. Average for 1905, daily 9,455, weekly 29,115.

Dover. Piscataquis Observer. Actual weekly average 1905, 2,019.

Lewiston. Evening Journal, daily. Aver. for 1905, 7,598 (C), weekly 17,448 (C).

Madison. Bulletin, wy. Cir. 1905, 1,454; non exceeding 1,600. Only paper published by prosperous manufacturing and farming section.

Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1905, 8,077.

Portland. Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,123.

MARYLAND.

Annapolis. U. S. Naval Institute, Proceedings of; q. copies printed av. yr. end of Sept. 1905, 1,637.

Baltimore. American, dy. Av. first 6 mo. 1906, Sun., 85,142; dy, 67,714. No return privilege.

Baltimore. News, daily. Evening News Publishing Company. Average 1905, 60,678. For October, 1906, 70,150.

★ The absolute correctness of the latest circulation rating accorded the NEWS is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston. Christian Endeavor World. A leading religious weekly. Actual average 1905, 99,491.

Boston. Evening Transcript (C). Boston's tea table paper. Largest amount of week any av.

Boston. Globe. Average 1905, daily, 192,584. Sunday, 299,645. "Largest Circulation Daily of any two-cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." advertisements go in morning and afternoon editions for one price.

★ The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston. Post. Average for Sept., 1906, Boston Daily Post, 240,198; Boston Sunday Post, 244,618. Daily gain over Sept., 1905, 4,500; Sunday gain over Sept., 1905, 24,548. Flat rates, r. o. p. daily, 5 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.

DAY BY DAY

Of course THE CHICAGO RECORD-HERALD appears in Printers' Ink Roll of Honor. Moreover, THE CHICAGO RECORD-HERALD is distinguished by the "Guarantee Star."

What's more, every issue of THE CHICAGO RECORD-HERALD contains the sworn statement of circulation day by day for the preceding month.

It follows naturally that all THE CHICAGO RECORD-HERALD's rates are on its rate card.

The Chicago Record-Herald

The Chicago Sunday Examiner 650,000

SELLS more newspapers every Sunday than
ALL the other Chicago Sunday papers PRINT.

The Chicago Daily Examiner 182,222

Has a greater CITY CIRCULATION than the
Chicago Tribune and Record - Herald
COMBINED.

The Chicago Examiner's circulation is
sworn to and GUARANTEED by Printers' Ink,
the Association of American Advertisers and
The Audit Company of New York.

CIRCULATION BOOKS OPEN TO ALL.

Largest Amount of Advertising in the History of the DES MOINES CAPITAL was Published in October.

Only Six Issues a Week---But More Than the Others in Seven Issues.

WITHOUT any special additions or any reason for inflation the DES MOINES CAPITAL published more advertising of all kinds, in October, than has ever been published in any single month in the life of this newspaper. The CAPITAL was published twenty-seven times during the month. The amount of advertising was 25,436 inches or almost an average of a thousand inches a day or, accurately speaking, an average of six full pages a day. As far as our knowledge goes, this is the best record ever made by an Iowa newspaper. The CAPITAL's splendid showing is due to absolute merit. The CAPITAL leads all Des Moines and Iowa newspapers in city and State circulation. It is a fighting newspaper and close to the people. Advertisers get results always when the copy is properly prepared. The advertising figures for October were as follows:

	Home	Foreign	Classified	Total
CAPITAL (27 issues)	12,921	6,884	5,631	25,436
1st Competitor (31 issues)	11,614	5,888	7,181	24,683
2d Competitor (31 issues)	10,975	6,571	4,430	21,976

The CAPITAL is First in Everything!

Lynn, Evening News. Actual average for year ending August 31, 1906, 7,164.

Springfield, Current Events. Alone guarantees results. Get proposition. Over 50,000.

Springfield, Good Housekeeping, mo. Average 1906, 209,587. No issue less than 225,000. All advertisements guaranteed.

Daily Free Press-Tribune

PUBLISHED BY

Waltham Publishing Co.

WALTHAM, MASS.

The largest circulation and immeasurably the best advertising medium in the city of watches.

DAILY SWORN CIRCULATION

R. B. SOMERS, Manager

A. STARBUCK, Editor

Worcester. Commonwealth, daily (© ©). Paid average for 1905, 4,253.

MICHIGAN.

Adrian, Telegram. Dy. av. last three months, 1905, 3,171. *Payne & Youngs, Specials.*

Jackson, Citizen Press. Average six months ending June 30, 1906, 4,565 daily. Largest in its field. Investigation invited.



Jackson, Morning Patriot. Average October, 1906, 6,642 net paid; Sunday, 7,245 net paid; weekly (April), 2,415. Circulation verified by Am. Adv. Ass'n.

Lowell, Ledger, weekly. Average for 1905, 1,197—largest circulation in Lowell.

Saginaw, Courier-Herald, daily, Sunday. Average 1905, 12,594; Oct., 1906, 14,888.

Saginaw, Evening News, daily. Average for 1905, 16,710; Oct., 1906, 20,878.

Tecumseh, Semi-Weekly Herald. Actual average for 1905, 1,275.

MINNESOTA.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first eight months 1906, 100,561.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.



Quality and Quantity

TWO OF THE STRONGEST FEATURES TO BE CONSIDERED IN DETERMINING AN ADVERTISING CAMPAIGN.

The alert advertiser is quick to sense the advantages accruing to himself by being able to cover a specified territory with an appropriation for but one paper.

The Grand Rapids EVENING PRESS is one of the few papers offering this opportunity.

Its sworn circulation statement for September shows 47,638 papers circulated in Grand Rapids and Western Michigan.

In Grand Rapids (a town of 110,000 population) the EVENING PRESS distributes daily 24,000 copies—*practically a paper to every house.*

Some of the largest and best advertisers in the country use the PRESS exclusively in this field.

To the advertiser considering the placing of a new product on the market it offers one of the best experimental fields in the country. An article can be "tried out" at the minimum of cost. Postum Cereal was first offered to the public through the columns of the EVENING PRESS.

The PRESS stands paramount in its field, with a close, clean, compact circulation. Its remarkable growth has been due to the fact that it is really "THE PEOPLE'S PAPER."

THE EVENING PRESS COMPANY
Grand Rapids, Michigan,

Represented by

C. J. BILLSON,
9 West 20th Street,
New York City.

JOHN GLASS,
Boyce Building,
Chicago.

The man who can size up another man's character by just looking into his face—and do it correctly—that man is a wizard. But even such a man is not in it with the advertiser or agent who thinks he can

judge the character of a medium by simply turning its pages. Yet many a medium is put upon a list or taken off because of its looks.

The great business of a special representative is to give the ad-

spent hundreds of dollars and months of time in making a thorough canvass of the characteristics of our subscribers.

After digging through a mountain of facts we find ourselves in possession of an

almost inexhaustible mine of information of the greatest value to advertisers of all sorts. Our representatives will be glad to give you whatever is pertinent to your business. We believe the time

THE

CHRISTIAN

vertiser and agent—not opinions and guesses—but pertinent facts as to his circulation—quality as well as quantity. He should be able to give the smallest detail in these matters, sticking always to well-ascertained facts and eschew-

has come when a special representative of a paper should be as definite and specific and authoritative as to the quality of his circulation as he is to its quantity. We are fully prepared to meet that test. It will cost us business that is not suitably

ENDEAVOR

ing hot air. Therein lies the value to an advertiser of an interview with the special representative.

Mr. Coleman, Mr. Bromfield, and Mr. Goodwin, our advertising representatives, can speak of THE CHRISTIAN ENDEAVOR

WORLD
from out
of the ac-
cumulated expe-
rience of

twelve or more years of service on this paper.

In addition to this we have just

adapted to our medium, and it will bring us business that we ought to have. And it will help to build up advertising on a substantial basis. If you are interested to know more about the matter, address George W. Coleman,

Adver-
tisement
Man-
ager, 600
Tremont
Temple,

WORLD

Boston, or L. B. Bromfield, Temple Court, New York; or C. A. Goodwin, Assoc. Bldg., Chicago.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. *Aver. for 1905, 46,428.*

Minneapolis. Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for Oct., 1905, 76,641. *Aver. Sunday circulation, Oct., 1905, 71,101.*

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.



Minneapolis. School Education, mo. Cir. 1905, 12,800. Leading educational journal in the N.-W. **Minneapolis.** Svenska Amerikaner Posten. Swan J. Turnblad, pub. 1905, 51,512.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the month of August, 1905, was 80,500. The daily Tribune average per issue for the month of August, 1905, was 104,759.

CIRCULATION The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation by Am. News- alone exceeds 43,000 daily. The paper Direct- Tribune is the recognized tory. Want Ad paper of Minneapolis.

St. Paul. A. O. U. W. Guide. Average weekly circulation for 1905, 22,542.

St. Paul. Dispatch. Average number sold for year 1905, 60,568 daily.

Winona. Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth. Increase in rates Dec. 1,

St. Paul. Pioneer Press. Net average circulation for January-July 55,502. Sunday 32,487.



The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

MISSOURI.

Joplin. Globe, daily. Average 1905, 18,594. Oct. '05, 15,769. E. Katz, Special Agent, N. Y.

Kansas City. Western Monthly. Reaches practically all mail-order and general advertisers.

St. Joseph. News and Press. Circulation 1905, 23,158. Smith & Thompson, East. Regs.

St. Louis. Courier of Medicine, monthly. Actual average for 1905, 9,925.

St. Louis. Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

St. Louis. National Druggist, mo. Henry K. Strong, Editor and Publisher. Average for 1905, 8,641 (60). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1905, 104,825; average for 1904, 104,750; average for 1905, 105,541.

MONTANA.

Missoula. Missoulian, every morning. Average six months ending June 30, 1905, daily 4,888, Sunday 6,400.

NEBRASKA.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1905, 147,052.

Lincoln. Freie Presse, weekly. Actual average for 1905, 150,781.

Lincoln. Journal and News. Daily average 1905, 27,092.

COVERS THE FIELD

THAT'S WHAT PRINTERS' INK SAID ABOUT

THE AUTOMOBILE

(America's Leading Automobile Weekly)

IN THE NOVEMBER 14TH ISSUE, PAGE 28

The above statement is absolutely true. THE AUTOMOBILE has a GUARANTEED circulation of 15,000 copies minimum every week among automobile owners, prospective owners and the trade. Advertisers appreciate a circulation guarantee and recognize THE AUTOMOBILE as the leading publication in its field by giving it more business, by far, than to any other weekly.

GUARANTEED MINIMUM CIRCULATION, WEEKLY, 15,000
AGATE LINES OF ADVERTISERS IN OCTOBER, '06, 118,254

Write for Advertising Rates, Dates, etc., National Show Issue

THE AUTOMOBILE, FLATIRON BUILDING, NEW YORK

Have You a Friend in Kansas City?

**ASK HIM IF HE DOESN'T
READ**

THE KANSAS CITY STAR

**The Actual Paid Circulation for
October (all waste, returns and
unpaid copies deducted) aver-
aged:**

Morning, 125,020	Evening, 125,903
Sunday, 128,603	Weekly, 251,946

Omaha. Farm Magazine, monthly. *Average circulation year ending January, 1906, 30,714.*

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in city. *Daily average year ending July, 1906, 4,558.*

NEW JERSEY

Elizabeth. Journal. Av. 1904, 5,522; 1905, 6,515; 1st 6 mos. 1906, 7,176; Jan., 7,577.

Jersey City. Evening Journal. *Average for 1905, 22,546. First six months 1906, 25,065.*

Newark. Evening News. Evening News Pub. Co. *Average for 1905, 60,102; Oct. '06, 64,407.*

Newark. Sunday Call. Has 150,000 home readers. Is exclusive in its field.

Plainfield. Daily Press. *Average 1905, 2,874. First 7 months, 1906, 2,965. It's the leading paper.*

Trenton. Times. *Average, 1904, 14,774; 1905, 16,458; April, 18,525. Only evening paper.*

NEW YORK.

Adams. Jefferson Co. Journal, weekly. *In 1905, no issue less than 1,750.*

Albany. Evening Journal. *Daily average for 1905, 16,512. It's the leading paper.*

Buffalo. Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 31,027.

Buffalo. Evening News. *Daily average 1904, 88,457; 1905, 94,690.*

Catskill. Recorder. *1905 average, 2,811; July 1906, 2,940. Best adv. medium in Hudson Valley.*

Corning. Leader, evening. *Average, 1904, 6,325; 1905, 6,295. 1st 6 mos. 1906, 6,485.*

Glen Falls. Times. Est. 1878. Only ev'g paper. *Average year ending March 31, 1906, 2,508.*

Granville. Sentinel, weekly. *Actual average for 1905, 2,270.*

Lefroy. Gazette, est. 1836. Av. 1905, 2,287. *Largest ev. cir. Genesee, Orleans, Niagara Co.'s.*

THE PAPER FATHER READ

—THE—

Ellenville (N.Y.) Journal

not only has the largest and choicest circulation in Southern Ulster and Eastern Sullivan Counties, but has an unusually large number of readers outside of its immediate subscribers. In its 58th year, just enlarged to eight 6 col. pages, 18 cms wide coils. A family paper. On Printers' Ink Roll of Honor.

Mount Vernon. Argus, evening. *Actual daily average 9 months ending October 7, 1906, 2,896.*

Newburgh. News, daily. Av. '05, 5,160. 3,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1868. *Actual weekly average for first 7 months, 1906, 9,626 (66).*

Automobile, weekly. *Average for year ending July 28, 1906, 14,615 (47).*

Baker's Review monthly. W. R. Gregory Co., publishers. *Actual average for 1905, 5,008.*

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. *Aver. for 1905, 26,228 (66).*

El Comercio, mo. Spanish export. J. Shepherd Clark Co. *Average for 1906, 8,500. El Comercio is now in its 33d year, and is by far the oldest Spanish newspaper and EXPORT Journal published in the United States. Its circulation is large and guaranteed throughout Mexico, West Indies (including Cuba and Porto Rico), South and Central America, Panama, Philippine Islands, Spain, Portugal, etc.*

Jewish Morning Journal. *Average for 1905, 54,665. Only Jewish morning daily.*

Music Trade Review, music trade and art weekly. *Average for 1905, 5,841.*

Theatre Magazine, monthly. Drama and music. *Actual average for 1905, 58,088.*

WHY NOT COME IN ?

It's no part of wisdom to look on and watch others reaping the profits from advertising in

The Theatre Magazine

And they are reaping profits—the steadily increasing amount of advertising in each new number of THE THEATRE MAGAZINE is the surest proof of this.

Nothing surprising about it either.

Surely the favorite magazine of the great army of wealthy, pleasure-seekers, theatre patrons—people whose time is occupied not in trying to make money, but in trying to spend it—is the best of all advertising mediums.

Advertisements in THE THEATRE MAGAZINE have this unique advantage—every reader who decides he or she wants your goods, will get them—the cost never has to be reckoned.

When THE THEATRE MAGAZINE reaches the home of our subscribers it is interesting to watch how each member of the family tries to get it first. You will understand then the hold it has upon its readers—the best class in the country you can advertise to. Write for rates and sample copy.

The Theatre Magazine,

PAUL MEYER, Advertising Manager,

26 W. 33d Street,

New York.

RICHARD A. PICK, Western Rep., 1503 Marquette Bldg., Chicago, Ill.

"EVERYBODY'S" HAS ARRIVED

A Modest Claim—Amply Justified.

If you have any lingering doubts about it, examine our Christmas Number and see for yourself how we have distanced our contemporaries, not only in volume but in the high-grade character of our advertising.

He is a wise publisher who creates a demand for his magazine by printing a few thousand copies less than will actually supply it.

Nearly two years ago, the subscription price of EVERYBODY'S MAGAZINE was advanced from \$1 to \$1.50 per year, and the price per copy from 10 to 15 cents. It was a bold move, but it accomplished one thing which won the warm appreciation of our advertisers as nothing else could possibly have done:—

It eliminated that class of readers with whom a difference of five cents per copy and fifty cents per year cut any material figure. It swept away, in the twinkling of an eye, the froth which topped an over-stimulated circulation and left a residue which, in the intervening months, has proved itself to be the most remarkable combination of Quality and Quantity in circulation ever known in the magazine field.

It is no idle boast to state that when it comes down to a question of directly traceable results, EVERYBODY'S is without a peer in the magazine field. It has been proven time after time during the past year by the testimony of our clients, and has resulted in a fifty per cent increase in our advertising receipts over 1905.

From automobiles to a child's red wagon, from heating systems to lanterns, from an architect's plans to tar roofing, and from cameras to eye-glasses, EVERYBODY'S is unsurpassed as a direct salesman and distances all competitors in point of result-giving.

Just think of a circulation of over half a million copies among a class of people who willingly pay 50 per cent more for EVERYBODY'S than they have to pay for any other popular magazine of large circulation. With a guaranteed circulation of 500,000 copies per month, we have given our advertisers practically 600,000 during the past year.

Our gross rate of \$500 a page—fractions thereof pro rata—is far less per page per 1,000 circulation than any other magazine appealing to the same class of readers.

Can you afford to omit EVERYBODY'S from your appropriation for 1907?

W. R. EMERY,

Western Manager,
1402 Marquette Bldg., Chicago, Ill.

ROBERT FROTHINGHAM,

Advertising Manager,
Union Square, New York.

Benziger's Magazine, family monthly. Benziger Brothers. Average for 1905, 44,166, press circulation, 50,000.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1883. Actual weekly average for 1905, 11,000. Actual weekly average for 1904, 11,918. Actual weekly average for 1903, 15,090 copies.

The People's Home Journal, 544,541 monthly. Good literature, 444,667 monthly, average circulation for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept., 1906, 6,421; September, 1906, issue, 6,995.

The World. Actual aver. for 1905, Morn., 205,490. Evening, 571,506. Sunday, 411,074.

Rochester, Case and Comment, mo., Law. Ar. for year 1905, 50,000. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Lecky. Actual average for 1904, 12,574; 1905, 15,058.

Syracuse, Post-Standard. Daily circulation 27,000 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

Utica, National Electrical Contractor, mo. Average for 1905, 2,615.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,589.

NORTH CAROLINA.

Charlotte, News. Do business with the News. Leads all evening papers in Carolina.

Concord, Twice-a-Week Times. Actual average for 1905, 2,262.

Raleigh, Biblical Recorder, weekly. Av. 1905, 8,872. Ar. 1904, 9,756. Ar. for 1905, 10,206.

Raleigh, Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1905, 6,551; weekly, 3,200.

Raleigh, News and Observer, N. C.'s great est daily. Sworn average 1905, 10,202, more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

NORTH DAKOTA.

Grand Forks, Herald. Circ'n Aug. 1906, 8,019. North Dakota's Biggest Daily. LaCoste & Maxwell, 140 Nassau St., N. Y. Representatives.

Grand Forks, Normanden. Av. yr. '05, 7,201. Aver. for Jan., Feb., Mar. and Apr., 1906, 7,795.

OHIO.

Athens, The Ohio Teacher. Over 200 advertisers the past year. Write for sample and rates.

Ashtabula, American Sanomat. Finnish. Actual average for 1905, 10,766.

Bryan, Press. Actual paid circulation, 1,500. Best in its field.

Canton, News, morning. Actual average for 1905, 7,508.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1905, 77,899 (38); Sunday, 74,960 (25); Oct., 1906, 74,506 daily; Sun., 87,575.

Coshocton, Age, Daily av. 1st 6 mos. '06, 5,101; in city 10,000; factory pay-rolls \$150,000 monthly.

Dayton, Religious Telescope, weekly. 20c. agate line. Average circulation 1905, 20,096.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricult'l paper. Cir. 415,000.

Springfield, Woman's Home Companion June, 1906, circulation, 565,000; 115,000 above guarantee. Executive offices, N. Y. City.

Youngstown, Vindicator D'y av. '05, 12,910; Sp. 10,178; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Ar. '05, 10,564. Guaranteed. Leads all others combined by 50%.

OKLAHOMA.

Oklahoma, Farm Journal, semi mo. Use classified columns to reach Oklahoma farmers.

Oklahoma City, The Oklahoman. 1905 aver. 11,161; Oct. 1906, 14,964. E. Katz, Agent, N. Y.

OREGON.

Portland, Pacific Northwest, mo. 1905 average 15,585. Leading farm paper in State.

Portland, Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

PENNSYLVANIA.

Erie, Times, daily. Aver. for 1905, 15,248, October, 1906, 17,427. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn ar., Oct., 18,326. Largest paid circula'n in H'bg, or no pay.

Johnstown, Democrat. Only paper in Roll of Honor because largest circ'n. Ar. 1905, 7,535.

Lewistown, Daily Sentinel. Actual average 1905, 1,978; October, 1906, 2,855.

Philadelphia, Confectioners' Journal, mo. Ar. 1904, 5,004; 1905, 5,470 (C.O.).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 563,266. **Printers' Ink** awarded the seventh Sugar Bowl to Farm Journal for the reason

that "that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns." "Unlike any other paper."

Philadelphia, German Daily Gazette. Aver. circulation, 1905, daily 51,508; Sunday, 44,466. Sworn statement. Circulation books open.



BENZIGER'S MAGAZINE

An Illustrated Catholic Family Monthly.

Your advertisement in BENZIGER'S MAGAZINE will bring you business because its circulation has

Quantity: 55,000, guaranteed and growing constantly.

Character: Its subscription price, \$2.00 a year, insures a class of readers who can afford to buy your goods.

Influence: It is indorsed by over 50 Archbishops and Bishops of the country who recommend it to the families of their dioceses.

Advertising Rates, 25 cents per agate line

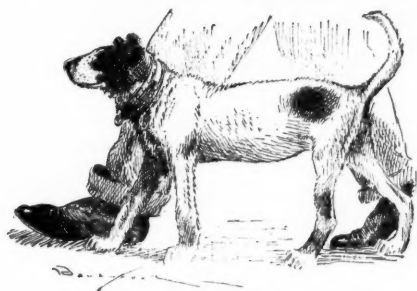
Its circulation is augmented by widespread advertising in the Catholic Press throughout the country, and in this respect BENZIGER'S MAGAZINE spends thousands of dollars.

Add to this the well-known fact that the most profitable subscriber, from the advertiser's standpoint, is the one who sends the subscription in a letter, and the astonishing advertising results through BENZIGER'S MAGAZINE are self-evident. For descriptive booklet and rates, address

BENZIGER BROTHERS

36-58 Barclay St.

New York



The Dog That Found Himself

This is the title of a dog story by Homer Davenport in the February WOMAN'S HOME COMPANION. Buy a copy when it is published, January 20th.

Read this one story and you will admit that you have received the value of a year's subscription.

But don't wait until January 20th before making up your mind to advertise in the WOMAN'S HOME COMPANION. Look at any recent number carefully and your mind will make itself up. Copy for the February issue must reach the WOMAN'S HOME COMPANION, Madison Square, New York, before December the 12th.

S. KEITH EVANS, Advertising Manager,
MADISON SQUARE, NEW YORK.

J. A. FORD, Tribune Building, Chicago.



Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for first six months 1906, 103,419; Sunday average, 148,949.

Philadelphia. The Merchants' Guide, published weekly. "The paper that gets results."

Philadelphia. West Phila. Bulletin, weekly. Circulation 5,000. James L. Waldin, publisher.

Pittsburg. The United Presbyterian. Weekly circulation 1905, 21,540.



West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, here is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit. America's Greatest Weekly. Average 1905, 226,713. Smith & Thompson, iters.. New York and Chicago.

York. Dispatch and Daily. Average for 6 months ending April, 1906, 16,280.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation four months ending April 30, '06, 17,502 (sworn).

Providence. Daily Journal, 17,625 (©). Sunday, 20,555 (©). Evening Bulletin 57,783 average 1905. Providence Journal Co. pubs.

Providence. Real Estate Register; finance, b'd g, etc.; 2,523; sub's pay 24% of total city tax.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1905, 4,467. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,505. August, 1906, 4,658.



Columbia. State. Actual average for 1905, daily 9,587 copies; semi-weekly, 2,625; Sunday, 1905, 11,072. Actual average first eight months 1906, daily 11,005 (©) Sunday 11,978 (©).



TENNESSEE.

Knoxville. Journal and Tribune. Daily average year ending December 31, 1905, 12,015. Weekly average 1904, 14,512.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Ar. 1st 6 mos. '06, 11,108. Carries more advertising in six days than does contemporary in seven. Write for information.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 28,312. Sunday 55,887. weekly, 80,585. Smith & Thompson, Representatives N. Y. & Chicago.

Memphis. Times. Sunday. Circulation year ending February, 1906, 2,110.

Nashville. Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,706; for 1905, 30,227.

TEXAS.

Beaumont. Texas, Enterprise. Average 1905, 5,457; present output over 10,000 guaranteed.

El Paso. Herald. Ar. 1905, 5,011; June, '06, 6,169. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for year ending May 5, 1906, 5,015 (©).

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1905, 5,527, for last six months, 1906, 4,065.

The Journal in "Famous Milwaukee."

WHAT THE "JOURNAL" GUARANTEES:

40,000 paid daily circulation. (Advertising rates on this basis.)

WHAT THE "JOURNAL" GIVES:

43,778 daily average for 12 months. 45,172 daily average for Oct., 1906.

The Milwaukee JOURNAL is Milwaukee's one representative in the one guaranteed Classification in the country—The Star Galaxy.

REMEMBER THESE SHORT ONES:

1.—The paid CITY circulation of THE JOURNAL is greater than is the paid city circulation of any two other Milwaukee dailies of any combination possible to make—and greater than is the TOTAL paid circulation of any other Milwaukee evening newspaper.

2.—The OUTSIDE paid circulation of THE JOURNAL is the largest of all Milwaukee dailies and greater than is the paid outside circulation of the TWO other evening dailies combined.

3.—The TOTAL paid circulation of THE JOURNAL is greater than is the total paid circulation of any Milwaukee Sunday newspaper, and greater than are the total paid circulations of the TWO other evening dailies combined.

4.—If any Milwaukee publisher questions any of these statements ask him to consent to open his records to the representative of the Association of American Advertisers for investigation. THE JOURNAL hereby agrees to do so and will pay the entire expense if it fails in a single claim.

THE JOURNAL COMPANY,

STEPHEN B. SMITH,
30 Tribune Bldg., New York City.

C. D. BERTOLET,
706 Boyce Bldg., Chicago, Ill.

If you should ask any intelligent Philadelphian how to make your advertising appropriation do you the most good in Philadelphia the reply undoubtedly would be "*place it in The Bulletin,*" because, "*In Philadelphia nearly everybody reads The Bulletin.*"

NET PAID AVERAGE FOR OCTOBER

226,833 copies
a day

"The Philadelphia Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.



The Wisconsin Agriculturist has purchased the Farmers' Sentinel of Milwaukee.

The Farmers' Sentinel was the only rival the Wisconsin Agriculturist has had in its field for several years.

The guaranteed circulation of the Wisconsin Agriculturist is now 60,000 copies weekly.

The combined advertising rate of the two papers was 35 cents a line or \$4.90 an inch.

The new rate of the Wisconsin Agriculturist, with the circulation of both papers, is only 25 cents a line or \$3.50 an inch.

For further particulars apply to The Wisconsin Agriculturist, Racine, Wisconsin, or to Wallace C. Richardson, Eastern Advertising Manager, Temple Court, New York.



Burlington, Free Press. Daily av. '05, 6,558; for Sept., 8,446. Largest city and State circulation. Examined by Association of American Advertisers.

Burlington, News. daily, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

Montpellier, Argus. Actual daily average 1905, 5,242.

Rutland, Herald. Average 1904, 5,527. Average 1905, 4,286.

St. Albans, Messenger. daily. Actual average for 1905, 5,051. Jan., 1906 to Sept., 1906, 5,518.

VIRGINIA.

Harrisonburg, Daily News. Circulation exceeds 3,500. Published in the heart of the rich Shenandoah Valley.

Richmond, News Leader. Sworn dy. av. 1905, 29,545. Largest in Virginia and Carolinas.

WASHINGTON.

Seattle, Post-Intelligencer (©©). Average for Oct., 1905—Week-day, 26,502; Sunday, 27,165. Only m'n'g paper in Seattle; only gold marked and guaranteed circulation in Washington. A FULL PAID circulation of exceptional merit and superior value.

Tacoma, Ledger. Average first six months 1905, daily, 15,878; Sunday 21,111; w'y, 9,642.

Tacoma, News. Average first four months 1905, 16,212; Saturday, 17,657.

WEST VIRGINIA.

Parkersburg, Sentinel. daily. R. E. Hornor, pub. Average for 1905, 2,442.

Ronceverte, W. Va. News. w'y. Wm. B. Blake & Son, pub. Average first 7 months 1905, 2,152.

WISCONSIN.

Janeville, Gazette. d'y and s-w'y. Circ'n—average 1905, daily 3,149; semi-weekly 3,059.

Madison, State Journal. dy. Circulation average 1905, 5,452. Only afternoon paper.

Milwaukee, Evening Wisconsin. d'y. Av. 1905, 26,648; October, 1906, 28,587 (©©).

Milwaukee, International Good Templar. mo. Average for 1905, 1,809.

Milwaukee, The Journal. ev'g. Average 1905, 40,517; Oct., 1906, 45,172. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh, Northwestern. daily. Average for 1905, 7,658. One year to Aug. 1, 1906, 7,904.



THE WISCONSIN AGRICULTURIST.

Racine, Wis., Est. 1877, w'y. Actual aver. for 1905, 41,748; First five months, 1906, 47,272. Has a larger circulation in Wis. than any other paper. Advt. \$2.80 an inch. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

Sheboygan, Daily Journal. Average 1905, 1,610. Only paper with telegraphic service.

WYOMING.

Cheyenne, Tribune. Actual daily average net for 1905, 4,511; first six months, 1906, 5,979.

BRITISH COLUMBIA.

Vancouver, Province. daily. Average for 1905, 8,687; Oct. 1906, 10,495. H. DeClerque, U. S. Rep'r., Chicago and New York.

Victoria, Colonist. daily. Colonist P. & P. Co. Aver. for 1904, 4,556; for 1905, 4,502. U. S. Rep'r., H. C. Fisher, New York.

MANITOBA CAN.

Winnipeg, Free Press. daily and weekly. Average for 1905, daily, 50,948; daily Oct., 1906, 55,158 w'y. av. for mo. of Oct., 22,850.

Winnipeg, Telegram. Daily average July, 21,249. Flat rate, 42c. inch daily or weekly.

Winnipeg, Der Nordwesten. Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 300,000—its exclusive field. Aver. for the year end June, 1906, 15,817; aver. last six months, 15,896.

NOVA SCOTIA, CAN.

Halifax, Herald (©©) and Evening Mail. Circulation, 1905, 15,558. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade. monthly. Average for 1905, 6,088.

Toronto, The News. Sworn average daily circulation for six months ending June 30, 1906, 58,405. Advertising rate 55c. per inch. Flat.

QUEBEC, CAN.

Montreal, La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily, 80,259; 1905, 96,771; weekly, 48,207.

Montreal, Star. dy. & w'y. Graham & Co. Av. for 1904, dy. 56,795, w'y. 125,240. Av. for 1905 dy. 58,125; w'y. 126,507.

EDITOR OF PRINTERS' INK:

We enclose New York check for \$9.36, and will ask you to reinstate our two-line advertisement in your "Roll of Honor" for ensuing six months. We enclose copy, also detailed circulation statement for the month of October, 1906.

We have derived good results from Roll of Honor advertising, receiving orders from different sections of the country, and we expect to continue to use your valuable publication.

THE DANVILLE "BEE,"

H. B. TRUNDLE, Bus. Mgr.

Nov. 21, 1906.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aver. 1905. Daily 88,590 (◎◎). Sunday 48,781. Wp. '04, 107,925.

AUGUSTA CHRONICLE (◎◎). Only morning paper; 1905 average 6,043.

ILLINOIS.

GRAIN DEALERS' JOURNAL (◎◎). Chicago, prints more class'ed ads than all others in its line.

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston. The medium through which to reach textile mills using 1,885,000 horse power.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

NEW YORK TIMES (◎◎). Largest high-class circulation.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (◎◎).—Most reliable and ably edited.—Times. Chattanooga, Tenn.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

LEADS THEM ALL

During the first ten months of 1906

THE NEW YORK TRIBUNE

PRINTED

67,913 Lines of School Advertising

OR

8,916 Lines more than during 1905

For School Advertising The New York Tribune EXCELS in space used and in the number of advertisements printed.

New York Tribune columns - 37 agate ems wide

New York World and others 28 to 31 agate ems wide

ESTABLISHED 1891

Crerand's Cloak Journal

THE AMERICAN AUTHORITY ON THE
CLOAK, SUIT AND WAIST TRADE.

The W O M E N ' S and INFANTS' Furnisher

ONLY PAPER IN THE WORLD DEVOTED
EXCLUSIVELY TO THE INDUSTRY.

Crerand's
Telegraph Code

Crerand's
Cloak Directory

WM. F. CRERAND & Co.

PUBLISHERS

732 BROADWAY, NEW YORK

THE CHURCHMAN (©). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

VOGUE (©) holds first place in feminine interest and leading place in the advertising field.

ELECTRICAL REVIEW (©) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,020 (©).

D. T. MALLETT, Pub., 253 Broadway, N. Y.

STREET RAILWAY JOURNAL (©). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (©). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (©). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (©) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (©). Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1905 was 18,865.

OHIO.

CINCINNATI ENQUIRER (©). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

CARRIAGE MONTHLY (©), Phila. Technical journal; 40 years; leading vehicle magazine.

THE BACKBONE OF ANY COMMUNITY : Church People

They are well - to - do,
generous, heads of families,
influential in local affairs,
respected always.
They are informed
through their Church papers
and strongly attached to them.

Have you, Mr. Advertiser,
considered these facts
in making up your list?

The Churchman

thoroughly covers the
best of a fine field.

THE CHURCHMAN CO., Publishers
Churchman Bldg., New York

THE PRESS (©) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average first six months 1906, 108,419; Sunday average 1906, 148,949.

THE PITTSBURG (©) DISPATCH (©)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (©), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (©), Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE.

THE TRADESMAN (©) Chattanooga, Tennessee semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (©) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (©). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (©) and the **EVENING MAIL**. Circulation 15,558, flat rate.

TAKE YOUR OWN MEDICINE.

Any man who attempts to advertise, be his effort ever so poor, thus stamps his approval on the advertising idea.

The man who refuses to do any advertising stamps a great question mark on the whole modern system of publicity.

The men who are in the advertising business owe it to that business to prove themselves consistent believers in it—not for the other fellow, but for themselves.

It would be unfortunate if the idea should become common among advertisers that publishers who do not advertise do not believe in advertising when it is their own money that is being spent. But it would be a perfectly reasonably inference.—*Merts's Magazine*.

A NATIONAL ECONOMY.

If all the money saved annually by the women of the United States at the Friday bargain sales were to be divided among the 24,737 turpentine farmers and laborers in the United States each would receive \$518,882, or \$2 more than the value of the vote of Vermont at \$10 a vote, and there would be a balance of \$78.12, which would be enough to buy each of the 1,953 camels in Western Australia a nose-ring worth four cents.—*Judge*.

IN THE
NEW ENGLAND FIELD

YOU CANNOT AFFORD TO OMIT THE

Springfield Republican

MASSACHUSETTS

READ WHAT SPRINGFIELD DRUGGISTS SAY ABOUT IT

SPRINGFIELD, MASS., September 20, 1906.

THE SPRINGFIELD REPUBLICAN—

Gentlemen: Having advertised in THE SPRINGFIELD REPUBLICAN for several years, we wish to express to you our appreciation of its columns as an advertising medium. In our business experience of over thirty years we have tried many kinds of advertising and proved to our satisfaction that newspaper advertising is the best; and of all papers THE REPUBLICAN stands at the head.

THE REPUBLICAN reaches a large section of territory, and we frequently receive mail orders, not only from neighboring towns, but from adjoining States, enclosing a clipping of our advertisement from your paper.

It is our intention to change our advertisement at least three times a week, and we invariably get direct returns with each change.

As an advertising medium we consider THE REPUBLICAN by far the best paper published in New England.

Respectfully yours,

HENRY ADAMS & CO.

Pharmacists, 429 Main Street.

SPRINGFIELD, MASS., September 21, 1906.

SPRINGFIELD REPUBLICAN—

Gentlemen: Your paper gives us entire satisfaction as a trade-getter. We have advertised quite a number of special sales and the results have been wonderful. You reach a certain class of people that other papers in this city do not. Any house that wants to sell their goods can bank on getting business if they advertise with you. I think we are in a position to know, for at present we are using 14 different papers in this city and surrounding towns.

Yours,

W. A. BROWNE.

Manager for Green, The Druggist, Wholesale and Retail.

SPRINGFIELD, MASS., September 21, 1906.

THE REPUBLICAN COMPANY, CITY—

Gentlemen: Replying to your favor of the 20th inst., we find that of all the newspaper advertising we are doing that yours is the best medium, giving the largest results.

Respectfully yours,

H. & J. BREWER.

Pharmacists, 463 Main Street.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the
Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

THE Denver Post, Sunday edition, November 18, 1936, contained 5,210 different classified ads, a total of 113,310 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field 60,000 high class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (☉ ☉), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the Press, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE Indianapolis News during the year 1935 printed 96,983 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

695 $\frac{2}{3}$ COLUMNS—74,585 LINES—of Want Advertising GAINED by the INDIANAPOLIS STAR during the last five months. A record breaker in Newspaperdom. Possible because the STAR exceeds any paper in Indiana by over 15,000 circulation, and is read by more than 400,000 people daily. Rates, 6c. a line.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

THE Topeka CAPITAL during past ten months printed 72,395 paid "Wants," 10,637 more than all other Topeka daily papers combined; 5c. line. Only Sunday paper. Largest circulation.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

30 WORDS, 5 days, for 25 cents.

DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000. Try this paper.



THE BOSTON GLOBE, daily and Sunday, for the first six months of 1936, printed a total of 234,269 classified ads. There were no trades, deals or discounts. There was a gain of 6,804 over the first six months of 1935, and was 96,385 more than any other Boston paper carried for first six months of 1936.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Chafroyant nor objectionable medical advertisements printed. Classified Wants printed in October, 156,072 lines. Individual advertisements, 24,332.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free rates; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

MISSOURI.

THE Joplin Globe carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL. Circulation, 275,000; 205,000 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 15c.; classified, 7c. Combination Weekly and Sunday—display, 45c. Literature on request.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1935), 11,144; Sunday, 13,888.

NEBRASKA.

LINCOLN JOURNAL AND NEWS. Daily average 1936, 27,092, guaranteed. Cent a word.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J., FRIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

BUFFALO NEWS with over 35,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

WATERTOWN DAILY STANDARD. Guaranteed daily average 1906, 7,000. Cent a word.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 13,582. Publishes more Wants than any four Okla. competitors.

OREGON.

PORTLAND JOURNAL, Daily and Sunday, leads in "Want ads." as well as in circulation, in Portland and in Oregon. One cent a word. Proven circulation August, 1906, 25,332.

PENNSYLVANIA.

Why Don't You Put It In The Philadelphia "Bulletin"?

Want Ads in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**."

Net paid average circulation for October, 1906:

226,833 copies per day.

(See Roll of Honor column.)

LORD & THOMAS says:

"The Philadelphia GERMAN GAZETTE'S Sunday edition lately brought one of our advertisers sixty-four replies from one insertion of a \$6.00 'ad,' when but half as many were received from four English Sunday papers in the same city at a cost of \$30 00."

Write for rates.

"There's a Reason."

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

SOUTH CAROLINA.

THE NEWS AND COURIER (☉☉). Charleston, S. C. Great Southern Want ad medium; i. e. a word; minimum rate, 25c.

THE Columbia State (☉☉) carries more Want ads than any other South Carolina newspaper.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,835. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

GUESS WHICH ONE.

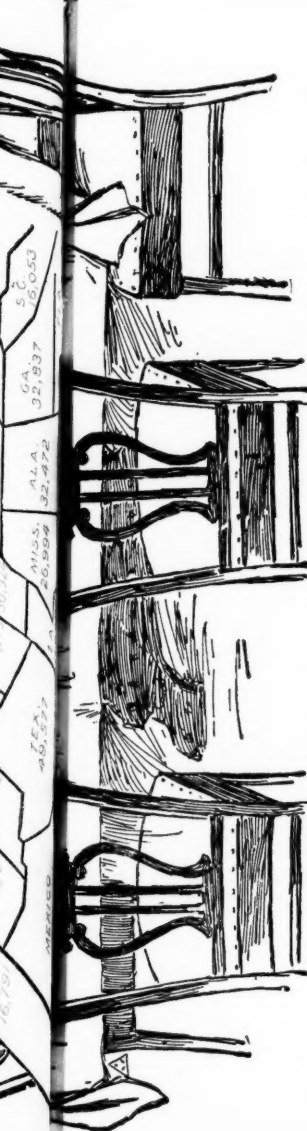
We have heard that the publishers of some daily newspapers complain that advertising agents who handle only desirable accounts have recently given preference in their business to weekly and monthly periodicals. We do not know that this is true, but we do know that if advertising agents have shown such preference, they have good business reasons for it.

One New York newspaper, whose proprietor and chief editorial writer vie with each other in high moral preachments, published on Sunday last 1,201 inches of advertisements, the publication of any one of which constituted an offense for which they could be denied the use of the United States mail. In that one issue these objectionable classes of advertisements made a total of about nine pages, for which the newspaper received for that one issue, \$8,407, or, at the rate of nearly \$450,000 a year for such advertisements published in the Sunday morning edition of one of the proprietors of four daily New York papers.

It will not do for the talented editor of the paper we are referring to, to write glowing temperance editorials in which he states "The hand that pens these lines never lifted a glass of wine to the lips of the writer." The paper is daily lending its enormous influence to urging hundreds of thousands of readers to lift to their lips glasses of stuff a thousand times worse than wine; to invest their savings in dishonest confidence games, whose dishonesty is written large in every line of their Hungry Joe statements.

We ask once more: Is the Federal Grand Jury in session?—*Ridgways*.





There Is Great Thanksgiving Among the Advertising Fraternity

to know that there is one publication (COMFORT) that has an honest, one paper in a wrapper, circulation of over A MILLION AND A QUARTER COPIES EACH ISSUE, each paper going into a prosperous home located in the small cities and towns of the country. There is not one of the THIRTY-SIX THOUSAND RURAL FREE DELIVERY ROUTES BUT WHAT "COMFORT" IS CARRIED OVER.

Don't Advertise in Comfort if You Want to Reach the Large Cities

COMFORT's circulation in the sixteen largest cities of the country is only fifteen thousand copies. The sixteen big newsstand circulation cities have a total population of over ELEVEN MILLION. They are: NEW YORK, BROOKLYN, CHICAGO, PHILADELPHIA, ST. LOUIS, BOSTON, BALTIMORE, CLEVELAND, BUFFALO, SAN FRANCISCO, CINCINNATI, PITTSBURG, NEW ORLEANS, DETROIT, MILWAUKEE and WASHINGTON. COMFORT's circulation in ANY ONE of them is less than One Thousand.

COMFORT's great circulation is in the small cities, towns and villages averaging down from twenty-five thousand to five hundred, distributed by States as shown on the above map, which certainly makes a COMFORT-ing spread.

THE MIGHTY MIDDLE CLASSES, who are keenly alive to everything needful for Home, Health and Happiness, and whose purchases amount to hundreds of millions annually,—these are the people who read COMFORT. And these are the people who will buy your wares if you now advertise in COMFORT, anything and everything useful and practical, from the every-day necessities of life, to the labor-lessening, money-saving, comfort-bringing commodities for the household, the garden, the farm, the factory and the workshop,—these are the things it pays to advertise in COMFORT.

NEW YORK, 1105 Flatiron Building

F. H. OWEN, Representative

W. H. GANNETT, Pub., Inc., Augusta, Me.

CHICAGO, 1635 Marquette Building

F. H. THOMAS, Representative

PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

IF Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Beekman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, Nov. 28, 1906.

TALK business. The coming advertisement will not be "funny," or "catchy."

You must give your audience the desire to buy your wares. The ability to do this is not acquired in any school.

AN advertisement can be boiled down too much. Don't continue the boiling process until all the news evaporates.

THE business announcement that bores the potential reader at sight lacks the first element of success. What it should possess is the interest which finds its outlet in the request for further information, or better still for the article itself.

A PICTURE or trademark which in itself illustrates the purposes to which the advertised device is to be put, after being purchased, usually transcends in effectiveness the work of the best artists when the object sought is not kept constantly in sight.

THERE are quite a few advertising managers whose daily work could be done equally well by messenger boys and stenographers.

THE best way to disappoint a customer is to see that he gets more for his money than he expected. The good effect of the publicity thus secured gratuitously it would be difficult to estimate.

As a letter of introduction predisposes one in favor of the bearer so advertising of the right sort predisposes one in favor of the thing advertised, but that is all. Unless the man, and the article advertised, possess in themselves qualities which the world values no amount of praise will enable either of them to make good.

To General Advertisers.

An advertiser who conducts a campaign reaching beyond the bounds of the immediate locality of his factory is, for the sake of convenience, termed a "general advertiser." This broad class contains some advertisers who use trade publications only, and these are not, strictly speaking, general advertisers. While their copy may receive wide distribution through the trade press, it is not intended for the eyes of the consumer, but for the retailer, who deals with the consumer.

This issue of PRINTERS' INK is being mailed to a list of general advertisers exceeding 7,500 in number, who are not at present subscribers. The primary purpose of this extra edition is to secure new readers from among those who could derive genuine information from the regular perusal of PRINTERS' INK's pages. The practical common sense contained in every issue cannot fail to aid any advertiser. And the best advertising is the commonest kind of common sense.

PRINTERS' INK is concise. It is made for business men.

One short article is likely to contain information—only a hint, maybe, which will pay the annual subscription price many times over.

HEARST'S Yiddish daily in New York, the *Jewish American*, which was supposed to be permanent, proved to be only a campaign sheet. On November 15 it quietly laid down and died.

A GENTLEMAN who keeps an album, in which he places portraits of distinguished men, asserts that the picture of members of the American Trade Press Association that appeared in the November issue of *Selling Magazine*, exhibits a higher grade of intellect and intelligence than any similar group it has been his good fortune to come across in a year.

IN raising funds for advertising California, says *Mertz's Magazine*, the State promotion committee has made a provision against waste and mismanagement. Every person asked to contribute may do so by signing a blank in which a selection of the best magazines, dailies and class publications is specified as the only ones to be used, unless the funds contributed should exceed the original estimate. These mediums cover both this country and Canada.

**Worth
Counting.**

All up and down the valley of the Hudson river no other paper can be found which has been so consistent in rendering circulation statements to Rowell's American Newspaper Directory as the *Daily Freeman*, of Kingston. With but one exception the *Freeman* has submitted a statement every year since 1895. No one questions the truthfulness of the figures, especially when the averages are compared for a number of years. For instance, in 1895 the number of copies printed averaged 3,423 a day; in 1898, 3,783; while in 1900 the figures dropped to 3,073. In 1903 the average was 3,374 and in 1905, 3,632. So long as Mr. Klock is willing to report the lean years as well as the fat, his statements will receive the credit which is due from advertisers. The *Freeman* is far and away the strongest medium of Kingston.

A MAN may know the advertising business from A to Z and still not be able to always arrange the letters so as to spell SUCCESS.

MR. MANFRED, advertising manager of the Johns-Manville Company, was lately heard to assert that the refusal of a publisher to state circulation led him to estimate it at a quarter of what he later found it to be, with the result that he cut down his appropriation for that publication to one-quarter of the amount he originally intended to spend, when, had he known the truth about the circulation he would have cut the amount only one-half.

**Reason
Why.**

Advertising of the "reasons why" variety doesn't seem to be such a new discovery after all. Here is an advertisement that appeared in a London newspaper of a hundred years ago to prove the assertion:

PATENT TELIMA CORSET.

ADAPTED FOR THE WINTER SEASON.

This beautiful long Corset of finished Elegance, and the most useful and agreeable in wearing to any ever invented, continues to be without rival, the reigning favourite. A close lengthened Vest, adapted precisely to the shape, has been admired and sought by Ladies of the highest taste and fashion, in every age and clime; but this first article of Dress here offered possesses, moreover, the advantage of a combined elasticity, seconding the motions of the completest anatomy, and imparting the liveliest effect to the whole attire. It gracefully guides the deportment, and, pliant to the exigence, either contracts or expands at pleasure. It prompts easy disposition, and handsome attitude, and conveys every charm of Female Presentation. The fashion of it being now universal, and the invention still matchless, it is maintained ever fresh in esteem, and the demand for it incessant beyond example. In walking, riding, dancing, and other exercises, it securely retains and supports the loins, while it inimitably displays all the attractions of Figure.—The last addition to the Telima is of very essential benefit, and the price is now Thirty-three Shillings.—Sold wholesale and retail, by the Inventor, John Mills, jun., No. 34 Hollywell street, Strand; and by the principal Milliners and Drapers throughout the United Kingdom.—N. B. The Telimas are all stamped with the King's Arms, and the Maker's Name, to prevent imposition; to counterfeit which is felony.

At Montclair, N. J., on November 15, occurred the marriage of Miss Jean Terhune and B. L. Chapman, circulation manager of *Everybody's Magazine*.

AN advertiser in the *Dry Goods Economist* filled part of his weekly space recently with this curious effusion:

"I am told that there are fourteen thousand advertising men in New York City.

"I believe it.

"Moreover, I believe that most of them have called on me at some time or other—and a few from other towns as well.

"Every blessed mother's son of them has a beautiful scheme up his sleeve for spending money and boosting sales.

"Its a bit remarkable to me that so many advertising men with brains fairly teeming with ideas for making quick and sure millions for others don't seem to be able to harness up to any considerable amount of gift for themselves—but, anyway, I like these chaps with ideas, and they are always welcome at our office."

At a meeting of the Cleveland Ad Club November 8 the speakers were Joe Mitchell Chapple, of the *National Magazine*; Charles R. Wiers of the Larkin Company Buffalo, and H. G. Ashbrook of the Glidden Varnish Company. Among the guests were William H. Johns of the George Batten Company, New York; William Boyd, Chicago representative *Ladies' Home Journal*; Frank A. Arnold, *Suburban Life*; Medill McCormick, publisher *Chicago Tribune* and *Cleveland Leader*; Burton R. Freer, *Life*, New York.

DATING from November 19th, S. Kent Page becomes an associate of Wm. J. Morton in looking after his list of papers. Some three years ago, Mr. Page joined the forces of Armour & Co., of Chicago, and was put in charge of the sales force of the Extract of Beef Department in the New York office, and when some few months ago Mr. Cabell, the head of the department in Chicago, formed the Patterson-Cabell Co., of 99 Warren St., New York, Mr. Page joined Mr. Cabell as an officer of the latter company and in charge of its sales force.

Advertising By Postal.

The souvenir postal card craze has grown to an enormous extent in this country, but it is as yet only a budding fad compared to the number of cards being circulated in Europe. Over there the people seem to think of nothing else. Prompt to see the advantages of the picture post-card as an advertising medium, all, or nearly all, the English railway companies now issue one or more series dealing with their respective systems. In the majority of cases the pictures are of locomotives and carriages (cars), but the Furness Railway now issues colored views of scenery and places along the line. Almost every railroad of any consequence in this country traverses sections which readily lend themselves to post-card picturing, and the recipient of such a card is very apt to want to visit the scene or place photographed. Here is an opportunity for some resultful railroad advertising.

Old Time Advertising.

The *Nation* once more takes up the views of New York streets, and finds a rarer advertising example than the one we referred to last week (that of Jones and Newman) in one published by Alfred Tallis, called "Tallis's New York Pictorial Directory and Street Views of All the Principal Cities and Towns in the United States and Canada." These views were engraved on steel, while the former were lithographs. The covers state that the engravings will be executed under the direction of Mr. John Rogers and Mr. John Kirk of this city. This directory came out in parts. Each contained two plates, and "two leaves of text, one side of the leaf being matter descriptive of the buildings." On the other side were advertisements. There were eight parts and sixteen plates. Some of the plates are in different states—new names being added on the fronts of the buildings from time to time, as advertisers were gathered in.

AN exhibition of advertising, to encourage the art in South Africa, will be held in Cape Town January 11 to 13. Matter sent for exhibition will be admitted duty free. It can be addressed to Secretary Advertising Exhibition, Cape Town, South Africa.

ACCORDING to a statement of campaign expenditures filed in compliance with law, Mr. Hearst disbursed in his recent effort to win the governorship of New York the sum of \$256,370. The Brooklyn *Eagle*, arranging this sum vertically, finds that it totals as follows:

$$\begin{array}{r} 2 \\ 5 \\ 6 \\ 3 \\ 7 \\ 0 \\ \hline 23 \end{array}$$

A NEAT brochure descriptive of his offices and methods comes from M. L. Hadley, advertising agent, 19 First street, San Francisco. Mr. Hadley states that his facilities for handling advertising in the Far Western States, Alaska, Hawaiian Islands, Philippines and the Orient are more extensive than those of any other concern in the West with the single exception of the California Fig-Syrup Co. His files for the territory he covers accommodate 2,480 mediums.

Up In The Mount Vernon, N. Y., *Argus Westchester*, makes the statement that it is the greatest Want Ad medium in Westchester county, and that it prints more classified advertising than any other two papers in the county. Mr. Merriam is too modest. If he were to assert that his paper prints more Want Ads than any other paper in the land, published in a city no larger than Mount Vernon, he would probably be well within the truth. Moreover, he might add that no daily published in a suburb of a great city presents a better and more prosperous appearance.

Mark Twain wrote the publishers of THE WORLD'S WORK: "Two days overdue and THE WORLD'S WORK has not yet reached me. Please make a note of this. I'd rather not have to use force." And the same idea of appreciation has been expressed by many similar letters from active-minded people everywhere, although not always put with so much urgency. The reason is, doubtless, that to thousands of progressive people THE WORLD'S WORK has come to be the accepted interpreter of progress, sane and strong and always interesting and attractive. This fact, of course, is the bed-rock reason for the *magazine's great strength as an advertising medium*—it reaches the people who do things and buy things.

And so do our other three distinctive magazines, COUNTRY LIFE IN AMERICA (which the PRINTERS' INK tables show to be the leader in advertising among all monthly periodicals), THE GARDEN MAGAZINE and FARMING. They tell of the new earth of beauty, of enjoyment and of profit, which hundreds of thousands of the best Americans are fast discovering. *That is why they pay advertisers.* Any or all of our magazines sent to any general advertiser on request to DOUBLEDAY, PAGE & CO., 133 East 16th street, New York City.

THE Baer-Wadsworth Company is now placing the advertising of Jackson's Cloak and Suit House, also of Frazin & Oppenheim Shoe and Suit House, both of New York.

THE interest of William Bittle Wells in the *Pacific Monthly*, published at Portland, Ore., has been sold to Charles E. Ladd. The latter is a Portland banker, who already controlled the magazine. Charles H. Jones, of Chicago, now has the business management, and John Fleming Wilson, formerly editor of the San Francisco *Argonaut*, is in editorial charge.

Separate Properties. The publishers of the *World's Events Magazine* contemplate moving that monthly from Dansville, N. Y., where it has been published since 1900. The *Normal Instructor* and *World's Events Magazine* are now entirely separate properties, says D. C. Kreidler, president of the World's Events Publishing Co. The *Normal Instructor* is issued by the F. A. Owen Publishing Co., from which Mr. Kreidler purchased *World's Events* a year and a half ago. A more central location will be sought.

Advertising Song. A piece of sheet music, a waltz song, written for the Bartholomew Co., Peoria, Ill., makers of the Glide automobile, is published and distributed as advertising matter. "A Jolly Old Ride in a Glide" is the title. The first verse, carefully separated from the music, runs as follows:

Most any old evening in Summer
It's nice to go out for a ride;
Of course you first look up a hummer;
I call my old hummer a Glide;
Some people may go to the parks or the show,
But nothing like that for mine;
I'd rather go whirl in a round with a girl,
In an auto most any old time.

In a Glide, Glide, Glide,
With the girl you adore by your side,
While you're automobiling around 'neath
the stars,
Whispering tales often heard by old Mars;
O, it's ride, ride, ride,
While you spoon with the girl by your side,
I am sure you'll declare,
That there's naught to compare,
With a jolly old ride in a Glide.

THE relentless American follow-up system is being worked in various forms in London, England, with a vengeance. An Englishman writing to *Cassell's Saturday Journal* says: "There are advertisers who follow you up even by telegraph. One day, when my wife was away from home, a telegram arrived for me, and as it was naturally supposed to be of some importance, a messenger was commissioned to find me, alive or dead. He chased me all over London, spending three separate shillings (which I had to refund) in cab fares, and at night ran me to earth at home. I tore open the message, fearing the worst. It ran something like this: 'Have not received your order. Wire before too late. So-and-so Company, Limited.'"

Ridgway's Abridged. The publishers of *Ridgway's* now admit that their original plan of printing that weekly in fourteen cities was too broad, and announce that it will be issued from four cities instead, making a backbone right across the continent. The magazine is also to be improved in looks, and will omit many purely local features. It is stated that 150,000 readers have stayed with the publication during its first experiment, and thus it has more circulation than any ten-cent weekly except *Collier's*. The original idea with which *Ridgway's* started—viz., that the newspapers were not getting all the news—seems a fallacy to the Little Schoolmaster. However, if anyone can make a successful magazine out of this property, Mr. Ridgway can, and he will probably do it, no matter how many changes are necessary.

HANNA & SHORTHAND SCHOOL TYPEWRITING

Stenographers coached for shorthand reporting. Beginners' classes also forming. Individual instruction by practical reporter. Rapid progress. Day and evening.
1416 Broadway, Northeast Corner 36th St.

In the heading of the advertisement reproduced above is shown a successful effort to deal with a problem that many have found exceedingly difficult.

Largest Fees ever paid for "Copy"—Why?

This certifies that we have examined fifteen consecutive Contracts made by Advertisers for the services of John E. Kennedy of the Ethridge-Kennedy Company, New York, and find as follows:

All but two of these contracts were for Campaigns consisting of a Plan of Advertising, with Ten Advertisements based upon that Plan, or their equivalent in Booklets, etc.

The sum which each of these Advertisers contracted to pay the Ethridge-Kennedy Company, or John E. Kennedy, for this service, was, a fee of Two Thousand Five Hundred Dollars (\$2500) cash upon delivery of the ten pieces of copy.

The other two contracts were for Mr. Kennedy's Analysis of, and opinion upon, the Advertising Policy of Clients, the fee specified being One Thousand Dollars (\$1000) cash upon delivery in each of these two cases. (Signed)

PRINTERS INK PUBLISHING CO.,

R. W. PALMER, Vice-President.

A genuine Kennedy Campaign can be provided out of the Commissions you pay your agency. Write The Ethridge-Kennedy Co., 41 Union Square, New York, about it.

WESLEY McCURDY has been appointed advertising manager of the *Manitoba Free Press*, Winnipeg. Mr. McCurdy is twenty-five years old, a native of the Canadian Northwest, and has been on the paper's soliciting staff a year and a half.

Bad Along With Good.

Something new in testimonials is "The Whole Truth," a large booklet issued by the *Breeders' Gazette*, Chicago. This paper has often published favorable testimonials from its advertisers. Last July it sent a letter to everyone who had used the *Gazette* lately, asking about results, and stating that either favorable or unfavorable replies would be published impartially. The booklet as compiled contains many hundreds of replies, coming from forty-three States, Canada and England. The favorable ones run over ninety per cent. This idea of putting the bad along with the good is certainly convincing.

Circulators Organize.

A club of circulation men on New York newspapers was recently organized by the Membership and Promotion Committee of the National Association of Managers of Newspaper Circulation, the chairman of which is Alfred Zimmerman of the *World*. Alex. Thomson of the *Post* was chosen chairman of the local organization, and C. Newman of the Brooklyn *Eagle* secretary-treasurer. The newspapers represented were: *World*, James McKernan, Frank Brosnan and Alfred Zimmerman; *Tribune*, William B. Bryant; *Press*, John A. J. Fenton; *Times*, Charles Flanagan; *Evening Post*, E. A. Elcock; *Staats-Zeitung*, V. Ridder; Brooklyn *Citizen*, C. Stone; Brooklyn *Times*, S. Matthews; *Morning Telegraph*, Victor Ryberg. Charles Stout of Plainfield, N. J., and V. Ola Stacy of the Newark *Advertiser* were present. H. H. Stansbury, *American*; Ambrose Hayes, *Evening Mail*; Frank Flaherty, *Herald*; Samuel Booth, *Evening Globe*, and R. S. Lord, *Sun*, could not attend.

THE Franklin P. Shumway Company, Boston, is placing 4,600 lines in central western dailies for P. B. Keith Shoe Company.

DANIEL J. SULLY, the "cotton king," has been made president of a \$12,000,000 corporation, formed to take over the business of Buchanan's soap. This soap has never been advertised, but a \$30,000 publicity appropriation has been made. The company has offices in the Flatiron Building, New York. Its business will be placed by Hampton.

Can't Recover.

The United States Supreme Court has just dismissed, as out of its jurisdiction, an interesting suit rising from trademark litigation. The case concerns rival manufacturers of cough drops. Smith Brothers of Poughkeepsie, N. Y., brought suit in the Federal Court alleging infringement of their trademark "S. B." by the firm of Burt & Sindele of Buffalo, who used the mark "B. and S." on their cough drops and boxes. During the twelve months the case was pending the Buffalo firm was restrained from selling their wares by a preliminary injunction issued by the court, and when the suit was dismissed, because no infringement was shown, it brought suit in the State courts against the Smiths for \$24,289 damages sustained through loss of profits, alleging the prosecution of the case by the Smiths was malicious. The Appellate Division and the Court of Appeals held that the suit could not be maintained, because the preliminary injunction issued in the case by the Federal Court was conclusive evidence of probable cause, which was an absolute protection against such action, and to hold otherwise would be a denial of the full faith and credit required by the Constitution. The Supreme Court, however, did not find it necessary to pass on that point, as the Federal question had not been raised in the lower courts in time to give it jurisdiction.

ALBERT FRANK & COMPANY are placing advertising for the United Cobalt Exploration Company.

J. WALTER THOMPSON is running large copy for *Appleton's Magazine*.

DAUCHY & COMPANY are putting out new contracts for the advertising of Liebig's Extracts.

THE Gundlach Advertising Company, a reliable, well-managed agency at 115 Dearborn street, Chicago, has been incorporated with \$10,000 stock, ninety-eight shares of which are held by E. T. Gundlach, its proprietor, and a share each by his wife and sister.

W. H. BENJAMIN, a Philadelphia advertising man formerly with the Ayer agency, and Jeff Palmer, for many years traveling advertising solicitor for the *Chattanooga News*, have joined the staff of the Massengale agency, Atlanta.

Infringed Copyright. Damages in the sum of \$10,000 have been awarded by a jury in the United States Circuit Court, New York, to the Berlin Photographic Co., dealers in pictures, which sued the American Lithographic Co. and American Tobacco Co. for using in advertising, a copyrighted photo of a painting entitled "The Chorus." This was a new trial of the case, which has been in the courts for two years. It was first decided in favor of the plaintiff, to whom was awarded \$10,000 damages. This was reversed by the United States Circuit Court of Appeals on the ground that improper evidence had been admitted. A new trial was ordered.

THE Spokane Inter-State Fair, which offered prizes for the most artistically arranged ad of the show in country newspapers, has awarded these prizes: First prize, \$30, Ephrata (Wash.) *Record*; second prize, \$25, Wenatchee (Wash.) *Republic*; third prize, \$20, Dayton (Wash.) *Chronicle*; fourth prize, \$10, North Yakima (Wash.) *Herald*; fifth prize, \$10, Phoenix (B. C.) *Pioneer*; sixth prize, \$5, Washtuena (Wash.) *Enterprise*.

Anti-Quack League.

The proposed national league of physicians, clergymen, educators, etc., to fight quacks and medical swindlers, was successfully formed in New York City, November 15, and is to be known as the Public Health Defense League. It will expose quacks, work for State laws against them and assist in applying laws already on the books against charlatans, food adulteration, harmful proprietary remedies, etc. It will also seek to bar from the mails all advertising injurious to public health or morals. Three hundred prominent persons in attendance listened to Charles F. Stuart, a reporter on the *Cleveland News*, who gave an account of his recent investigation of quacks in that city. "We killed them off in Cleveland by newspaper exposure," said Mr. Stuart, "and that is the most effective means. If you can enlist one newspaper in each city to carry on your work, you can kill them off everywhere."

To Promote Trade.

On January 14, in Washington, a national convention for the extension of our foreign trade will be held, looking to the removal of obstacles and promotion of demand abroad. A call has been sent out by a special committee of the New York Board of Trade and Transportation, consisting of Cornelius N. Bliss, Franklin Murphy, Herman A. Metz, Charles A. Moore, William McCarroll, Lewis Nixon, Henry W. Peabody, Charles A. Schieren, Isidor Straus and E. S. A. de Lima. The Governor of each State is invited to appoint ten delegates, and all national, State and local associations interested are invited to send at least five delegates each. The secretary of the committee is Frank S. Gardner, 203 Broadway, New York City.

THE AGENCY INDISPENSABLE.

NOT ONE PER CENT OF GENERAL ADVERTISING IS PLACED WITHOUT AGENCY ASSISTANCE, SAYS BEN B. HAMPTON—THAT INDICATES THE VALUE OF AGENCY SERVICE—WHAT SERVICE MEANS IN HIS OWN AGENCY.

"What is the position of the advertising agency to-day? Is it holding its own as advertising methods develop and expenditures grow?"

These questions were fired at Ben B. Hampton the other day. Mr. Hampton is an advertising agent, and has been for five years, during which period the Hampton Advertising Company has grown from a small affair to a place among the leaders. Mr. Hampton was interested at once.

"Are they? Well, I think so. The general agencies are so important to-day that perhaps not one per cent of all the general advertising in the country is planned, prepared or placed outside an agency. Not much of it gets away. It can't. The agencies are too efficient. They not only prepare and place periodical advertising, but take all other details off an advertiser's shoulders. No matter how much money an advertiser may have to spend, he has to go to an agency for the best service."

"When you speak of service, Mr. Hampton, you doubtless have in mind definite things that can actually be delivered."

"Certainly."

"What are they?"

"Well, perhaps that question can be answered by a short account of how our own agency was built up. We speak best of the things we know best, you know."

"Did you establish this agency because you thought some new kind of advertising service was needed that older concerns did not supply?"

"We founded it because we had to get into business to make a living. There were numerous other agencies, and so far as I

could see at the time their organization and methods did not call for extensive reforms on my part. We started in to build up another good one, and from the beginning had our hands full." After an office was leased the first matter that came to my attention was commissions. Some agents did business on five per cent, I heard. Five per cent seemed to me too little for good service, and consequently bad for an agent. It was also bad for the advertiser, bad for the publisher, bad for everybody concerned. So to get away from competition on price it was necessary to lay down the rule that our concern should be a high-priced one, keeping all the commissions that were coming to it and rendering service that its clients couldn't afford to be without.

"If we were going to charge the advertiser more, it necessarily followed that we had to give him more, not alone in service but in space. That brought up the question of newspaper and magazine rates. You can talk as long as you please about rates being a book-keeping detail, but the basis of all agency service is rates. They are the foundation. If you are going to charge an advertiser \$15,000 instead of \$5,000 for the work of spending his \$100,000 appropriation, you have got to give him a bigger return in dollars. Your higher price has got to be made up in hard, actual money—not hot air. We charged more, so we had to obtain better rates—bottom rates. We did it in a simple way by cutting out trade deals with publishers. Conditions were a good deal worse then than they are now. Hundreds of publishers still clung to the idea of selling space on trade deals. But many were ready for the great light. We stuck to our policy of no trade deals nor swaps, and the result is that not only the publishers have come round to the same view, but many of the agencies."

"Next was the checking department. Some of the highbrows in advertising profess that this is also a mere matter of routine, a

non-essential—something that a boy can attend to. But the efficient agency must have good machinery. We put in a department that checks to a fraction of a cent and renders the client each month a bill that shows every item, every insertion, every position. After a client has received two or three of our bills he knows what he is paying for and getting.

"As a result of the practice of dividing commissions, we saw independent copy shops starting up here and there—concerns that did little or no placing, but furnished copy that was so much better than any agency could furnish on split commissions that advertisers paid good money for it. It was self-evident that a high-priced agency must have a copy shop. So we started in to organize one. We wanted one that would not only prepare periodical advertising, but everything an advertiser needed, from a booklet to a window card. This department was hard to build. In five years we have tried out more than 250 writers, to say nothing of thousands of applicants examined, and from that bunch have now got nine efficient men. About a dozen others have proved satisfactory, but left us. We organized an art department trying in the same period fully three times as many artists, with a similar net residue. Neither our copy or art departments have ever paid for themselves, and we do not expect that they ever will.

"In addition to the writing and re-writing, drawing and re-drawing, that are necessary to production of good copy, we take time of well-paid men in conferences. There are ten to fifteen of these a day, lasting from ten minutes to three hours each, and at every conference some subject is taken up and threshed into shape. This is our method of work up here. An order for a booklet comes in, we will say. Six men are called from the art and copy departments to take it up as a theory and transform it into a working idea. One man is good on points of view, as we call them. He couldn't write an ad to save his life. He can't even put one of

his points of view into advertising shape. As written out it reads:

You wouldn't smoke the cigars your wife selected because of the pretty label—Now, do you go very much more deeply into the work of selecting them yourself?

"Another man, strong on writing, but not able to get up a point of view in a week, takes this and whips it into copy. A third man gets up picture points of view—he is an editorial man, not an artist, because the latter is seldom an editorial originator. Then an artist carries out the picture ideas. Other men take care of the layout of the booklet and the manufacturing, and we must have executive and merchandising men to work with them.

"Another department of ours is that which carries on investigations. Probably no other agency goes into this work so thoroughly. Hampton service runs to big copy, radical copy, and when a campaign begins it wakes things up in territory where the advertising appears. The first month there are big orders. The second there is a slump. We used to try to find out what was wrong through the advertiser's salesmen, endeavoring to have them work with the agency. Even where they were willing, however, they didn't know how to gather our particular kind of facts. So we organized our investigating department. Investigators are usually newspaper men with the news instinct. We send them into territory where advertising is being done and they canvass it as strangers. They have no list of dealers, but go through a town, finding all the grocers, druggists or tobacconists as the case may be, talking with them. A town has seventy-five dealers. The advertiser's salesman in that territory is selling to forty and the advertiser considers it is covered adequately. Along comes our investigator. He hunts out the other thirty-five retailers, learns their reasons for not carrying the goods. Some are just conservative, others handle competing lines, others have a grudge against wholesalers and jobbers.

One dealer hasn't put in the line, and when questioned says that Huff & Upham, down in Indianapolis, are pirates. Our investigator doesn't know Huff & Upham, has no interest in holding his job, like the advertiser's salesman, and is impartial in every way. He puts down just what the retailer says, and later calls and looks Huff & Upham over and puts down what they say, with his own estimate of them. He investigates the daily newspaper situation in the town as well, and other details connected with mediums. He stays as long in the place as is necessary to get complete data. His report on a town may be a typewritten document of a hundred pages. It not only gives us an impartial working knowledge, but gives the advertiser a check on his own selling force.

"Business is supposed to be a matter of facts and figures. But in reality a good deal of it is done on assumption. The manufacturer makes something that he assumes the public will like. He sends salesmen out and accepts their reports. Salesmen have to hold their jobs. Salesmen assume things about retailers. Retailers assume things about the consumer. The advertising agent builds a campaign on this structure of assumption as he gets it from the manufacturer, and uses mediums often with a large assumption. The result is, that there are a hundred details in the machinery from start to finish that are simply not so, and that any impartial, interested, questioning young man can discover by going out into the territory and looking matters over. We first began to investigate for our own information. A man said his advertising wasn't paying in Indiana. We went to Indiana to find out what was wrong. And we found out. Half the time it was some little defect in the advertiser's own organization, his reputation, his past. It was usually standing right on top of an assumption. After we had turned in a few reports of this nature to the client he usually

said, 'Here! you keep this work up, and I'll pay for it.'

"We investigate for information upon which to build advertising plans and copy, sending a man to Indiana or to Cuba if necessary. He is a man with news instinct, and impartiality—sometimes we purposely pick him outside of our own organization, so that he can't help being impartial. He goes where the facts are, and gets them.

"These are details of modern agency service as we see it. Describing them is one thing, of course, and carrying them out another. We naturally believe that our service is the best there is, but I am not bigoted enough to maintain that other agencies are not developed along their own lines to an admirable degree. We are placing about \$2,000,000 worth of business yearly now. A number of other agencies place as much, and some place more. I doubt if you could demonstrate that one dollar in every hundred spent in this country for general advertising is placed without the service of some agency. And when you remember what a very large sum the general advertising expenditure represents, and how fast the aggregate is growing, and what immense business turns on it, it seems proper to say that the advertising agency is not only holding its own, but that it is IT."

MONTREAL TO ADVERTISE.

The Montreal Board of Trade, Chamber of Commerce, Business Men's League and the Canadian Manufacturers' Association, lately held a meeting to consider the advisability of advertising the city of Montreal. Ways and means were discussed with the result that a committee of two from each of the above named organizations was appointed. The committee will have full power to act and to adopt such advertising methods as seem best fitted to the needs of a publicity campaign for the city of Montreal.—*Publishers' Commercial Union.*

WHEN you buy a box of berries, you are apt to turn it over to see if all the big ones are at the top. It is much less trouble for you to look at the label on standard goods and see if you are getting the genuine article. A little care means not only better food and better clothes, but better living and fewer doctors' bills.—*Delineator.*

THE WAY OF THE BARGAIN STORE.

The body of Hector had just been dragged around the walls of Troy.

"That's nothing," they said, "the poor fellow's wife once dragged him around town on a shopping expedition."

Thereupon his friends rejoiced at his comparatively easy end.—*New York Sun.*

In every city, what store's bargain announcements attract the most attention, bring out the most prosperous people and do the most permanent good to the store? Those of the typical bargain house, shouting slaughter from one year's end to the other? Not on your life. The special sale of the store that has only two "sales" a year—these are the ones that pull.

Nothing equals typical bargain advertising if you want a quick hurrah in results. A store in St. Joseph, Mo., advertised dish-pans at reduced prices not long ago. Hundreds of women were waiting on the sidewalk before the doors opened. There was a rush. The store filled. A surplus of bargain hunters on the outside tried to squeeze in, and the insiders, packed more thickly than in the Black Hole of Calcutta, tried to force their way out. The proprietor sent in a riot call; women fainted, blows were struck, clothes were torn. When the police and ambulance surgeons cleared the place two were fatally injured and a dozen seriously.

This is the easiest kind of advertising and merchandising. Anybody can do the trick. It is as easy as selling a bankrupt stock. In fact, this is the sort of merchandising that *business* men usually hand over to the sheriff. "Here to-day and gone to-morrow" is the motto of the merchant who sells by such methods. It is also the motto of the woman who comes at his call. Do you presume that any of the permanent, the gilt-edge, the fire-old-family trade of St. Joseph was at that sale having its ribs kicked in and its eyes scratched out? Hardly—it was ordering

over the telephone from the dealers it had learned could be trusted.

A merchant's clientele is what he makes it through advertising. A bargain clientele has no stability. He has it this morning on a sale of dish-pans, and to-morrow his competitor attracts it to a slaughter of plated spoons. It is anybody's dog, and its aim is to trade with the man who can come nearest to bankrupting himself. What it likes most is to attend the auction that represents his commercial funeral, where creditors forget what goods were billed at and grab for twenty cents on the dollar. All the bargain advertising ever printed had just enough feverish vitality to carry it over night. Then it is dead—dead—dead. No cumulative value, no reputation, no dignity upon which to do future business, remains at all. Only the sensation of the low price exists for a moment, and when the goods that were picked as a job lot go to pieces in the purchasers' hands they have forgotten the low price and damn the merchant for a swindler.

The store that preaches Quality is building on the rock-bottom of commerce, the foundation of every permanent enterprise, manufacturing or retail. It is the store that carries a something called Good Will, which often brings more in a transfer than stock and plant. It is Quality that attracts the large purchaser, the steady purchaser, the purchaser that another store cannot get away. But the bargain store, with its black type and wood-letter price sensations, is building Ill Will in the community, and pandering to the penny-savers. Its advertising appeals to the instincts instead of the reason. Its customers are rioters instead of ladies and gentlemen. In the fullness of its time, and often before, it is cut down and cast into the oven.

SOME of the people can be fooled some of the time, but—good advertising won't make a lasting demand for a bad product.—*Reader.*

YOU WANT WHAT YOU WANT WHEN YOU WANT IT.

Some advertisers say they wish to create desire.

Others speak of satisfying need.

There is no intention to split these words into fine shades of meaning. But the difference between them is likely to make a difference in the results of advertising unless it is considered.

The advertiser who sets out to create or satisfy desire appeals to a small audience compared to him who advertises on the basis of *need*. For purchasers who buy because they desire, know that they want that particular commodity. The purchaser who needs, however, may be years in discovering the fact. And here comes in a useful service of advertising.

A busy man read an account of a clipping bureau in New York where thousands of newspaper articles on every conceivable subject are filed away, ready for examination by those who need information. This man uses information in his business every day. He clips himself. He read that article with a peculiar interest. But he read it as description pure and simple, and not until he saw a small advertisement of this clipping bureau a year later did he suddenly wake up to the fact—biff!—that he needed just this clipping service in his own work. The descriptive article told what was there, but the display ad told how to use it—stated that clippings could be consulted by the hour, that there were desks and facilities for working, etc.

Every day in the paper there are similar articles about merchandise, service and other things needed by the public. Hundreds of persons read about them, but never apply the information directly to themselves. It is like the touching account of the poor widow with six babies for which some charity organization makes appeal. Everyone reads, everyone sympathizes, everyone wishes the widow success, and everyone feels

somehow that the other readers of the paper will subscribe for her. So, few donations come from the most touching notice. When the charity organization wants real results it has to reach people with something that says "You help the widow." Hundreds of editors sit in New York offices sifting ideas and manuscripts for interesting matter. Frequently they reject stuff that, printed a few months later by some competing editor, is seen to be just what they needed, and were looking for, and passed by without recognizing it.

We all know our desires, but few of us know all our genuine, vital needs. The need of some missing food constituent sends us to the doctor. The need of some contrivance in the boiler-room causes the machinery to break down. Ninety per cent of our needs, in fact, are discovered only when enforced upon us by some nice impartial fact like the law of gravitation.

So the function of advertising is largely preventive and suggestive. Advertising ought not only to describe, but to prescribe also.

The manufacturer perfects a new commodity. He sees in his mind's eye hundreds of thousands of persons who really need this new thing. He assumes that all he has to do is to tell them about it, and they will instantly, every man Jack, perceive their own need. Do they? Not once in a thousand times. You can furnish exact information about the commodity, give its height, weight, density and price. You can describe it earnestly, and make people believe what you say descriptive of it, and lead them to admit that this must be a good thing. But description simply convinces them it is a good thing for everybody else but them. It may take a year for the reader to arrive at the conclusion, by his own methods of thinking, that *he* needs that thing. He may have to slip on the ice or fall down stairs to form this direct connection between the thing and himself, or he may need

outside help to do it in the form of a friend's recommendation.

So advertising must go farther than description. People only wake up to the fact that want a thing when they actually want it. Advertising must have what psychologists call the "direct command"—go-and-get-it—now arguments. It must not only describe the new suit of clothes, but put the garments on the reader's back and smooth them down and show him how well he looks in them. It must adopt the patent medicine man's method of telling the reader first how miserable he feels, and then how much better he is going to be as soon as he starts in on the trial bottle.

Advertising that appeals only to desire is just skimming the cream of the demand—selling to people who are right up against their needs and not able to get along a day more without the commodity. But this pressing desire exists in only one reader in a thousand. Five hundred more readers may need the commodity, and out of that number only fifty will ultimately discover the fact. Advertising must not only describe, but also ask the reader if he intends to look like a tramp all his life, or to hack and cough himself to death. It must not only inform him that the commodity can be purchased, but order him to do it now. The attitude of the average man and woman is one of economy—of getting along without as many things as possible, especially among the actual necessities. It takes a calamity, usually, to lead them to purchase anything out of established needs, just as it takes sickness to send them to the doctor. Advertising that gets a high percentage of returns must not only describe the article, but furnish this calamity.

BRIGHTEST IN BOSTON.

The proprietor of the Willow-Wadi Poultry Yards at Braintree, Mass., did a neat thing when he induced a house furnishing concern to offer a turkey free for Thanksgiving with each range

sold. They have exhibited his fowls in their show window to thousands; and the poultryman has enough orders for eggs booked to keep his flock working overtime, and at no cost to him, and turkeys to the firm he can credit to his sagacity.

A good idea, and one that is said to pay, is the offering of a free tuition in a pianoforte school with each piano sold. It draws customers to a Tremont street upstairs dealer and helps amazingly to clinch a sale.

One of the Hub's big clothing stores is using a good "catch" which is just inside the law on lotteries. They advertise to give a gift to every buyer of a suit or overcoat, and a large envelope is handed to each purchaser and on it is printed "In recognition of your help in making this the biggest clothing store in Boston." The envelopes contain from \$1 to \$10; those in the show windows mostly show they contain \$10s, but those given out usually have \$1s.

Another clothing house in Adams Square has improved its opportunity, by stretching a big banner across its front saying, "You are like the Adams statue if you do not buy of us. No explanation is needed, but a gaze at the statue, which is raised in the air by a derrick to allow the building of the Subway, shows plainly that it is "Off its base."

The new announcement of the Y. M. C. A. course of advertising says that the lessons among others will cover the following points:

Making "dummies."
Force and Persuasiveness.
Humor.
Soliciting.

Verily some schemer has a place on the faculty.

The well-worn phrase "What We Say We Do We Do Do" is improved on by a tailoring house with this motto: "What others promise to do we do."

BOWMAN.

ADVERTISING MOTTOES, PHRASES AND CATCH- WORDS.

We sell our goods—not our customers.

Bargains that bring you back are what we offer.

Our cotton goods have no wool in them, and our woolen goods no cotton.

We can't and won't supply the quality called "shoddy."

If you find what you want here, it's right, and the price is right.

"Left overs" find no lodgment on our shelves.

Our clerks do not give orders; they are here to take your orders.

We do not give effusive advice, nor any advice that is not asked for.

Our stock is up to date. That which wasn't was sold a year ago.

Goods talk. But they talk two languages. Ours talk style and perfection.

If it isn't here, we'll get it for you.

We don't decry other stores. We only say that ours is not ashamed.

Bring back what you have bought thoughtlessly.

What you order specifically, we are glad to furnish, and have criticised.

We can wait for the pay, but you may have the goods at once.

We cannot afford to have you dissatisfied with your purchases.

If you see something here that might be better, tell us.

It's what our customers want that we want to furnish.

Our shelves are more eloquent than we are.

We have goods that speak for themselves in all languages.

We are never too busy, and are always at your service.

Never mind the time you take. You can have all we have.

We would rather have you buy what you want elsewhere than to dissatisfy you.

It isn't our side of a trade that we think of; it's yours.

If your bargain here is a misfortune, it makes ours doubly so.

We deal with you to-day, to get your patronage for many days.

Perfect store treatment will make you return.

We don't mind giving away something. "There is that scattereth, and yet increaseth."

If we invite you here for our sake, it would be a costly invitation.

Those who promise everything, decrease their bank account.

We are not perfection, but we are aiming to come near it.

REVOLUTION REFLECTED IN RUSSIAN LINERS.

The future historian of the Russian revolution will find the advertising columns of the St. Petersburg or Moscow newspapers in 1906 a rich source of information as to actual social conditions. Thus the daughter of a nobleman advertises that: "Robbers have killed my parents and stolen everything. I am an honest girl; will not some rich family adopt me or let me do household work or nursing?" Many "want" advertisements begin: "I come from the starving province." The appeals for immediate aid are incessant: "I have expended my last penny for this advertisement," begins one announcement.—*New York Post.*

An honest advertisement suffers in credit when it appears in the same page, or even the same newspaper, which notoriously publishes dishonest advertisements. Readers who might be attracted by an honest advertisement turn from it with natural suspicion when they see by its side advertisements of dishonest "get-rich-quick" concerns, or of dishonest and immoral advertisements of so-called medicines which are known to induce an appetite for alcoholic beverages and narcotics.—*Ridgway's.*

DISADVANTAGES.

A versatile and prolific ad writer there was in the early part of the last century, one Martin, whose specialty was reading ads for the sale of lands and estates. One such ad he indited was so glowing that he deemed it wise to tone it down a little at the end. "There are, however," said he in his conclusion "two drawbacks to this property, the fall and litter of the rose leaves and superfluity of singing nightingales and larks."—*New York Press.*

GOOD ADVERTISING.

As a protest against the excessive speed of motor cars, says an exchange, two well-known residents of Madrid, Señors Cruselles and Bueno, are journeying from Madrid to Paris on donkeys, which they have called after well-known motor car manufacturers.

THE man who advertises to do more than he is able to do is robbing his own hen roost.—*Agricultural Advertising.*

POINTS ABOUT ENGRAVING.

Photo-engraving is still a young art. Each year sees new methods and new effects, so that the advertiser who wishes to produce the best in newspaper or magazine plates, printed literature, catalogues, etc., must keep in touch with progress in the engraving field. The large engraving houses in New York and Chicago are continually introducing new ideas, particularly in magazine and newspaper advertising illustrations, where the demand for fresh, unhackneyed effects is constant. Different effects are to be sought in different cities. For example, Chicago leads in the production of catalogue illustrations, reproductions of machinery and the like, owing to the enormous quantities of mail-order printing turned out there. In New York the many high-grade magazines, with book publishing, has given supremacy in engraving of distinctly artistic illustrations, as well as built up a colony of artists who are better fitted to produce illustrations of real artistic character. In prices for work both cities are said to be about on a level. About 750 photo-engravers are employed in Chicago, with above 1,000 in New York. An advertiser constantly seeking fresh effects should either keep in touch with leading engraving houses in these two cities, or else become a persistent student of magazines, newspapers and catalogues, according to the class of engraving he is most interested in. It is pretty certain that if any worthy new effect in newspaper plates appears it will soon be in actual use in the New York or Chicago papers, while a man regularly receiving the catalogues of a few large firms in Chicago will not be likely to overlook anything original in this line.

Many of the best effects in engraving start with the copy, but others, such as stipple and line effects, are produced by mechanical process. In the colored pictures of a Sunday comic supplement,

for instance, the artist draws only outlines. To the engraver is left the work of putting in many shadings by means of "mechanical tints," as they are called. This work, originally coarse, is being improved in quality and carried to new uses. Engraving copy depends largely upon the character of the article to be illustrated. Some goods require wash or line drawings to show their quality to best advantage, others are shown by means of half-tones made from photographs, while still a third class gives best results when a photograph is made from the goods directly onto the engraving plate. The latter is known as "direct work." It has the advantage of retaining a faithful photographic resemblance that is often lost where the plate is made from a photograph, but is limited to a definite range of moderate-sized articles, which are usually shown natural size. The lens of an engraving camera has but a limited "field." That is, it cannot reproduce direct such an article as a carved table, because while the focus would reveal sharply all detail in the foreground, the background would be blurred and indistinct. "Direct work" is admirably adapted to showing fabrics, shoes, jewelry or other flat or semi-flat objects, but its uses are limited.

Half-tone screens range from 200-line to 60-line. The latter are very coarse, and employed only for printing upon the cheapest newspaper. The Barnes-Crosby Co., Chicago, makes a style of 60-line plate for newspaper purposes called a "quarter-tone." Made on zinc, they are capable of being turned out quickly for news purposes, and as they are used but once for a limited number of impressions, "quarter-tones" give an ideal plate for their purpose, and relatively cheap. Zinc as a printing plate is seldom satisfactory on an advertising half-tone of any character. The value of a half-tone illustration lies largely in the care with which it is re-etched and finished. Zinc does not permit of deep etching.

Copper plates cost fifty per cent more than zinc, but give several hundred per cent better results. A 133-line screen is the general all-around size, particularly recommended by engravers where the printing conditions are unknown, as they often are in advertising. At present there is a tendency to use even a 120-line for advertising plates; this is the standard magazine screen. Screens from 150 to 200 lines to the inch are employed only where the finest papers and press work are possible.

The Barnes-Crosby Co. lately introduced an effect called "poster-tone," which is an exceedingly coarse zinc half-tone, with a screen of only sixteen lines to the inch. This is employed for street-car cards, posters and similar work where the illustration is to be viewed at a considerable distance. The real difference between half-tones and line etchings is that the latter have no depths of light and shade, but are flat. This "poster-tone," seen at a distance of ten or more feet, has all the delicate modeling of a fine screen half-tone, its coarse dots and lines then merging into an agreeable whole. The plates also have prodigious wearing qualities, and will print on anything, even smooth wooden boxes. There is no limit to the size in which they may be made.

Line etchings on zinc may be made from any copy consisting of lines or dots, provided these, with the paper that they are drawn or photographed upon, have sufficient contrast to photograph well. A half-tone may be made from copy prepared for line etchings, but the effect is always that of a line etching, as the result is perfectly flat, with no shading or depth whatever. On the other hand, surprisingly good results can sometimes be had by making a line etching from a printed half-tone. Frequently in newspaper work it is impossible to obtain a photograph of a person for making a direct half-tone. A half-tone made from a print of a half-tone has little contrast, because the values,

already lowered by engraving from the photograph, give little contrast; lowered again, they are reduced to a muddy blur. Sometimes—not always—such half-tones can be engraved by the line process and there will result a fairly good simulation of a half-tone. In the latter process there is a tendency to heighten rather than reduce values, because the line etching omits many of the finest dots of the half-tone screen.

Wood engraving held a place for itself long after the introduction of screen and line etching for certain kinds of catalogue work, such as the illustration of articles of jewelry. Within the past few years, however, it has been forced out even in this limited field as engraving artists learned to make better drawings of such articles.

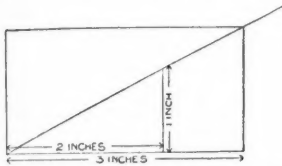
Maps are engraved by a wax process in which the lines are drawn in soft wax upon a metal plate. Names of towns, States, etc., are then impressed upon this wax surface very rapidly by hand, one workman setting up the names from the original copy and another stamping them in their proper places. The wax is then electrotyped. This process is cheap compared with maps drawn by hand and photographed, and is also largely employed for reproducing mechanical and geometrical diagrams, charts, intricate rule work, fine script and ornamental headings. But the advertiser using maps in railroad and other publicity ought to investigate the work of really good map draughtsmen. This costs more, but has a delicacy and individuality far surpassing the mechanical wax process.

Many fine effects are now produced with "vignetted" and "outlined" half-tones. The former are plates in which the background extends about the main subject of illustration for a distance and then gradually fades away, while the "outlined" half-tone is one in which the background is sharply cut away around the object. Other effects are obtained with a combination

of half-tone and line etching, a process that about doubles the cost of a half-tone plate.

The Barnes-Crosby Co. gives in a little manual on engraving the following directions for determining proportions in engraving:

"The proportions to which a picture will reduce or enlarge are easily arrived at by the following method: Draw a line or lay a ruler from the lower left to the upper right corner of the picture



as much further as is necessary. If the picture is to be reduced to a given width and it is desired to ascertain what the height will be, measure off the width along the lower edge from the lower left corner. From this point measure up to the diagonal line and the exact height will be obtained. If the height is given and width unknown, measure from the lower left corner to the desired height and then across to the diagonal line. The diagonal line crosses every point of exact proportion."

OUR POSTOFFICE.

OFFICE OF THE POSTMASTER,
NEW YORK, AUG. 27, 1906.

Editor of PRINTERS' INK:

Concerning the mailing of copies of PRINTERS' INK sent in fulfillment of subscriptions given under an offer which appears in the advertising rate card of that publication and reads as follows:

"Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded." I have to inform you that in reply to a request for a ruling the Acting Third Assistant Postmaster-General informs this office that subscriptions made under the offer referred to "are not approved as actual subscriptions."

Very respectfully,
W. R. WILLCOX, Postmaster.

NEW YORK, NOV. 2, 1906.

Third Assistant Postmaster-General,
Washington, D. C.:

DEAR SIR: We publish a weekly named PRINTERS' INK. The subscrip-

tion price is \$2 a year. PRINTERS' INK inserts advertisements at 20 cents a line. A five line advertisement therefore costs \$1 for one insertion. If such an advertisement, were continued ten times the gross price would be \$10, from which, we presume, the Postoffice Department would not urge any impropriety if we offered a discount of \$2, in consideration of the amount of the order, especially as the first insertion entails an expense for typesetting and the others do not. For a long time we announced a willingness to allow a discount as above but made the proviso that the \$2 so allowed must be taken in the shape of a paid annual subscription for PRINTERS' INK. In this way we secured, maybe, as many as 200 subscribers, and these we are informed by our Postmaster, Mr. Willcox, are not approved as actual subscriptions. Will you kindly inform us if this decision has the approval of the Postoffice Department, and, if so, give us the reasons which lead to a decision to that effect. To us it is incomprehensible.

Your reply will oblige,
Your obedient servants,
PRINTERS INK PUBLISHING CO.,
R. W. PALMER, Vice-Pres.

POSTOFFICE DEPARTMENT,
WASHINGTON, NOV. 16, 1906.

The Printers' Ink Publishing Co.:

On August 8th last, the Postmaster at New York inquired as to the mailability at the pound rate of postage of copies of your publication, PRINTERS' INK, sent in fulfillment of subscriptions given under the following offer, which then appeared in your advertising rate card:

"Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded."

In reply the Postmaster was informed that subscriptions made under such an offer could not be approved as actual subscriptions. There is no distinct sum paid for the publication as such. This is required to constitute a person a subscriber. The question then decided was the same as that contained in your communication of the 2d instant.

EDWIN C. MADDEN,
Third Assistant Postmaster-General.

GOOD BUSINESS?

Bargain day in a Louisville, Ky., store was an unfortunate occasion for many women and children of the city. Fully two thousand persons were attracted to the store at a certain hour by a cut-rate sale of chinaware of trivial value. The articles were displayed on a rear counter and during the rush there was a cry of "There is a \$5 bill on the floor." Several persons bent over to pick up the money, and the crowd kept up its pushing. Then a struggle ensued. Women and children were thrown from their feet and trod upon. Others were crushed against counters, and several were badly hurt, one woman having the hair torn from her head.—*Boston Transcript*.

HOW A GROCERY AND HOUSE - FURNISHING STORE SECURED LOCAL MAIL ORDERS.

A house-furnishing store with the ambition to grow along department store lines put in groceries and meats on a large scale. Then arose a problem. All the smaller groceries and meat markets—the neighborhood stores—solicited orders every morning, from house to house, within a comparatively small radius; the big store must do likewise in order to compete, and must cover the whole town, but to take the orders, fill them and deliver them in time for dinner would be practically impossible without a force of men and teams that would more than wipe out the profits. The manager thought some. And then he thought some more. Just as he was about ready to quit thinking, he discovered that somebody had sent in an order on a postal card. The postal card was "it." But how to use it. He got a stout manila envelope, considerably larger than a postal card, which fastened by means of an eye in the flap and a small piece of metal on the body. He got a small screw hook. He procured a pencil just the right length to go in the envelope, diagonally, and put half a dozen postal cards in with it and the screw hook. Next he added a card showing the time for collection of mails in different parts of the city, then an erasable memorandum tablet with a loop at the top. A circular setting forth the merits of the plan; its convenience; the certainty of getting good goods at right prices, the promptness of deliveries, and when orders mailed at a given time could be filled and delivered, completed the idea. The scheme was tried out first on customers not too far distant from the store, and it worked. Then a boy was delegated to get the mail from the postoffice across the street at stated intervals and the radius was stretched a little. With exceptions hardly worth counting—emergencies, in fact—it worked all right.

The novelty of the thing appealed to the women and orders came in which might not have been secured at all through personal solicitation by the grocery boy, who would now and then appear at inconvenient times. And the whole thing was so handy, hanging on the kitchen wall on the hook that came with it—first the big envelope with the location of the fire alarm boxes printed on it, and the self-addressed postals and the pencil inside; then the erasable memo. tablet hanging over the envelope on the same hook; and the circular inside told when the mail would be collected from the nearest box. The whole thing was mailed at a cost of two cents, I think; mailed to just the people the store wanted to do business with, and the orders that would cost five or ten cents, or more, if personally solicited, came in at a cost of one cent each. Of course the postals were printed with "when wanted," "charge" and "C. O. D." lines for the customer to fill in. But it was the business of the credit man to pass promptly on any "charge" request that was in doubt, and the goods were often sent "C. O. D." without occasioning any trouble, each delivery clerk being furnished with a certain amount of assorted change each morning so that inability to change a "ten" or maybe a "twenty" would not make it necessary to leave the goods without getting the money.

In certain sections of the city not too far distant from the store, orders were solicited by the delivery clerks, and on their return, postal orders which had come in with the early morning mail were filled and ready for delivery either before or with the personally solicited orders brought in, according to circumstances. The mail-order customer would simply write on her last postal "Please send a new supply of postals" and that kept the wheels going 'round.

SUCH is the human desire to obtain something for nothing that one would have no trouble giving away whiskey at a prohibition convention.—*Exchange*.

WHAT ADVERTISING SHALL BE REFUSED?

One of the liveliest issues in publishing just now is that looking toward the censoring of advertising columns, especially in newspapers. The ethics of this issue are plain enough. Authorities who are broadly in favor of protecting the public against fraud say, emphatically, that all doubtful advertising should be left out. But the publisher, sitting in judgment on actual advertisements as they are submitted from day to day doesn't find the matter so simple.

What is he to leave out? What is doubtful?

All the patent medicine advertising, say the ethical, or at least all that is harmful. But what is a harmful patent medicine? Here comes a newspaper publisher with the opinion that the new pure food law has taken most of the responsibility of decision from the publisher's shoulders. Uncle Sam steps in with requirements for labels that cover the element of harmfulness in a way that no publisher or layman could. If Uncle Sam permits a remedy to be sold under this law, has the publisher a right to refuse its advertising? And the activity of the Postoffice in fraud orders is held to relieve the publisher of many responsibilities touching swindling—though it must be remembered that the fraud order only shuts the stable door after the reader has had his horse stolen through the advertising columns.

A national society is being organized to investigate medical quacks and prosecute them. More than 900 cases against charlatans and quacks are prosecuted annually in New York City alone, and this is estimated to represent but one-tenth of the actual fraud in this field. Many of these quacks depend on newspaper advertising for their business, but perhaps where one advertises through the public prints there are two that get cases in other ways. It seems a simple proposition for the publisher to shut out every quack who tries to use his columns. But

what is a quack? Anyone who has tried to sift such advertising, separating the good from the fraudulent, knows that quacks are often backed by diplomas and have a pseudo-professional standing, or even a genuine one. It is difficult to say when physician ends and quack begins.

Just now the most flagrant offenders in doubtful advertising are the mining promoters. Dozens of full-page and half-page announcements are appearing in big city dailies, and the public is speculating in mines. A year ago the public was speculating in real estate, and the year before that in Wall Street securities, and the year before that in oil wells. What will be the popular financial "dope" a year from now? Among hundreds of mining companies springing up are undoubtedly many reliable ones. Complaint comes from mining States like Colorado that denunciation of frauds in this field hurts legitimate mining ventures. The legitimate mining venture is a good deal like the illegitimate when it is being advertised—that is, investors are asked to risk their money in developing properties, and have to take a chance.

The publisher's reward for eliminating objectionable advertising, or what he conceives such, is often nothing more tangible than an easy conscience, an impression of well-doing, a feeling that he has, in some vague way, safeguarded and benefited his community at a large expense to himself. Readers of newspapers seldom write in to thank him for leaving out advertising. Readers of magazines will write in to complain of fraud sometimes, but not always. The advertising manager of one of the most careful monthly magazines said the other day that, in spite of all precautions, there had crept in from time to time advertising that was afterwards proved to be at least partly fraudulent. He cited as one instance a correspondence school that offered a course of instruction absolutely free, only stipulating that the student pay

\$10 for certain supplies. These supplies cost less than seventy-five cents wholesale, and the instruction consisted of cheaply printed lessons. When, after several insertions of the ad, it was ruled out, the correspondence school objected vigorously, so it was fair to assume that it had received large returns, and that many readers had paid \$10 for something worth not more than \$1. But not one complaint was ever received by the publisher from readers, and he says it has been his experience when the magazine makes such an error that complaints from readers are few. Usually there are none at all.

In the late political campaign in New York State most of the newspapers in New York City were opposed to Mr. Hearst. The latter, toward the end of his fight, made up a page advertisement embodying an endorsement of his candidacy from Nathan Straus, a well-known man in public affairs whose endorsement would probably make votes. So far as is known, no paper that editorially denounced Mr. Hearst refused this page as an advertisement. To a reader who questioned the honesty of this, the *Times* said editorially:

No written or unwritten law compelled us to accept the Nathan Straus advertisement. A newspaper is not a common carrier. But as the matter of the advertisement was unobjectionable, save possibly on political grounds, what valid reason could the *Times* give for refusing to admit it to its columns? That we did not agree with Mr. Straus's estimate of Mr. Hearst's qualifications for the Governorship? The *Times* prints every day in its news columns arguments and appeals with which it does not agree. Why should such things be excluded from its advertising columns? We had already printed in full as news Mr. Straus's letter. Had we refused to print it as an advertisement we should have been open to the charge of having so little confidence in the political cause we were advocating that we were afraid to have this argument for Mr. Hearst again laid before our readers. To that charge we could have found no satisfactory answer. That cause must be weak whose supporters are unwilling to hear the other side. The theory of political campaigns in a Republic where the suffrage is universal is that the voter is prepared to make his choice only when his mind has been enlightened by a candid hearing of both

sides. Then he can vote intelligently. It seems to us that the *Times* could have found none but poor excuses for withholding from its readers Mr. Straus's argument in favor of Mr. Hearst—quite the most effective appeal made for the Hearst cause. If in its editorial columns the *Times* could not and did not meet Mr. Straus's argument and destroy his conclusions, if in its news columns the supporters of Mr. Hughes had found it impossible to answer Mr. Straus, then the minds of our readers would have been rightly and justly influenced in Mr. Hearst's favor and he would probably have been elected. The *Times* was not afraid of the issue thus joined—it had too much confidence in the intelligence of its readers. The exclusion of the advertisement would have been, it seems to us, an evidence that it distrusted their mental capacity to dispose of Mr. Straus's argument and of Mr. Hearst's candidacy.

This utterance seems to frame as good a working rule as a publisher can ever have in passing upon advertising. He is not a common carrier for any advertiser's message to the public. But, on the other hand, he cannot go too far in deciding what shall be eliminated. He is not the public's elder brother to so large an extent as the ethical bystander would like to have him be. With many things advertised the public has to take a chance. A publisher might not have been willing to share the optimism of those who organized the Steel trust, investing his own money in its securities. But had he refused to print the advertisement of those securities he would have kept from his readers valuable information. He might not be willing to take the patent tonic advertised in his columns. Yet this tonic may be beneficial to many people, and in accepting its advertisement he is not asking to guarantee its curative powers, any more than he would be morally responsible for a cure, were so eminent a practitioner as Dr. Lorenz to use his columns to reach sufferers from hip disease. Some reputable publishers in both the newspaper and magazine field make it a rule that all advertising in which the reader does not actually get what the advertiser offers him shall be left out. When it is apparent that \$10 is being charged for \$1 worth of merchandise, that advertising is

rejected. But when the advertiser gives a fair \$10 worth for \$10, then the reader must decide whether such an offer is profitable to him, and when he purchases must take the chance of being ultimately benefited to the extent of \$10. The tendency ethically is to throw the whole burden of decision on the publisher. But it must be remembered that above him is the law, which can be invoked to as direct purpose as in the recent suppression of the New York *Herald's* "red light" personals. The publisher who accepts or rejects advertising only on the basis of legal or illegal character is within his rights and perhaps doing all the community can expect of him.

SPHINX CLUB.

The Sphinx Club of New York held its eighty-first dinner at the Waldorf-Astoria Hotel on the evening of Tuesday, November 13, 1906. There were present fifty-seven members and guests, whom President Gibson, the chairman, alluded to as "The 57 varieties."

Samuel Brill, of Brill Brothers, described a trip which he had recently taken in a French touring car through France.

The chairman announced the selection of the following names for the Speakers' Committee for the current year: S. Keith Evans, chairman; William A. Deering, Vechten Waring, O. H. Blackman, R. B. Peck, William H. Smith, Collin Armstrong.

The following were announced to act as the Entertainment Committee: Theodore H. Lee, chairman; Paul Meyer, Sigmund Klee; S. J. Bloomingdale, H. J. Halle, O. J. Gude, C. C. Vernon, John B. Woodward.

Mr. Gibson stated that Tuesday, December 11, 1906, had been agreed upon as "Ladies' Night," instead of Tuesday, April 9, 1907, because of the belief that the Entertainment Committee would be better able to secure for the former date a very high grade of musical and dramatic talent. The committee has already secured

the Grand Ball Room and the Astor Gallery of the Waldorf-Astoria for the occasion, and Chairman Lee stated that the Entertainment Committee would use every effort to make it one of the finest "Ladies' nights" in the history of the club.

P. A. Conne, chairman of the Executive Committee of the club, read a draft of the proposed Constitution and By-Laws, and a resolution was passed authorizing the president to have the same printed and a copy sent to every member of the club, same to be taken up for consideration by the members at the January (1907) meeting of the club.

Mr. Conne suggested that the next annual election of officers of the club should be held at the dinner of April, 1907, so that the officers and committees then chosen could have ample time to plan the entertainments, arrangements for speakers, etc., during the dull Summer months. The suggestion was put in the form of a resolution, voted upon, and unanimously carried.

On motion of Thomas Balmer, President Gibson was directed to appoint a committee to prepare fitting resolutions on the death of Mr. Thomas, of the firm of Lord & Thomas.

PARCELS POST SLEEPING.

Non-committal reports of Postmasters-General, and inactivity in both branches of Congress indicate that there still is a formidable obstacle in the path of a parcels post. Only four bills in furtherance of this reform are now on the Congressional calendar, and none of these has yet succeeded in passing the committee.

One of the strongest arguments relied upon in favor of the parcels post is that we now have a foreign parcels post, in excellent working order, with thirty foreign countries. Another and possibly still stronger, is that the postal department of Great Britain, Germany, France, and other countries, show a large surplus above the expense of operation, while our own postoffice department shows an annual deficit of large proportions. To be exact, the German postoffice department in 1904 had a surplus of \$14,600,000; that of France had \$14,000,000; and England more than \$20,000,000. During the same year our department showed a deficit of nearly \$9,000,000, and in the following year approximately \$14,000,000.—*Ridgway's*,

ADVERTISING MANNERS.

By Joel Benton.

Emerson called manners the "minor morals," and, whatever else they are, the possession of those that are polite and refined makes a wonderfully potent business asset. Manners are certainly a test of the man—a somewhat sure expression of his character. It is true, to be sure, that you sometimes find under a rough exterior a very tender sympathy and kind behavior, but the rough exterior is still unfortunate, for it is apt to drive away so many who will not stay or attempt to look under it for something better than is at best apparent. In the main, however, when you have given this exception to the rule laid down all its deserved force, it remains true that good manners open almost every door and often pave the way to sure triumphs and to financial fortune.

But I may be asked: What has this to do with advertising and advertisements, since it concerns persons in their conversational and business relations and not the quiet legends of the newspaper page and the boardings?

My answer is that it has a good deal to do—in fact, an unsuspected amount—with these very typed presentations and proffers of wares and services. Can any one doubt, when he thinks the matter seriously over, that these pen-performances are thoroughly imbued with personality? There is, to tell the exact truth, no greater variety of character shown in five hundred people that you meet, or in an audience of that number, than there is in so many advertisements congregated together.

It is said even by those who don't believe in phrenology, as it is theoretically stated, that the trained examiner of heads no doubt does get a fair clue to a person's character by a multitude of superficial symptoms that have for years confronted him. And so, I think, if any one will carefully study a series of advertisements, he will find a multitude of traits stick out so plainly that they reveal in some measure the per-

sonality from which each one proceeded.

It is this personality which invites or repels the sensitive reader. There are advertisements that are loud and "sporty," others that run to slang, and others that have no limit to their egotism and "brag." Some are childish—some try to be witty and make a lamentable failure of it—some are coarse and some are almost dictatorial, not only commanding you to do so and so, but correcting your assumed neglect in not obeying the commands, now given, before.

On a dental placard carried about by a sandwich man, who was in nowise responsible for the curt statement that he held up against or before a long stream of street pedestrians, I saw the other day something like this: "Your Teeth Need Fixing." And, of course, the moral was that you almost must go to that particular dentist to get the "fixing" done. This bald and blunt assertion could not be true of everybody who read it, and even where it was true, I should say the rude way of announcing the fact would not be particularly appealing—not well calculated, at any rate, to capture customers for the firm that hires the declaration carried about.

If this sandwich board, which was mounted on a pole, had read, "If your teeth need the services of a dentist," and so forth, all the necessary publicity would have been secured and no one who read it would have felt the unpleasant force of the imperative mood. And there is just one thing more to be said about this, and that is that one may be bolder in showing off a novelty—a new knife sharpener, for instance, or a new-fashioned suspender—than he can be in attempting to show how he can heal human ails.

Medical etiquette is still a more delicate matter in men's minds than that which you can employ on material wares, and what is, therefore, tolerated concerning the latter is by no means persuasive in the appeals of doctors and dentists. For some reason, not apparent to the layman, a good deal of the street advertising of certain

other companies have also been doing something on the order of the following—an announcement of the Northwestern Mutual Life Insurance Company:

"'It pays to get the best.' The Northwestern Mutual Life Insurance Company. The safest and strongest. Shrewd investors prefer this company on account of the better results obtained and the careful management. Policies sold only through duly authorized agents and without deviation in price. You may get others cheaper first year, but—the policies of this company are best 'in the long run.' Ask your friend the reason why, or general offices."

From these it may be seen that the tendency in insurance advertising is for the better. There is an argument of some character in the ads and these are days when argument in advertising counts.

DIAMONDS AMONG PEBBLES.

One of the advertising journals that has not yet changed from a weekly to a monthly, in a review of the new book, "Newspapers Worth Counting," expresses surprise that out of a total of 23,234 newspapers and periodicals issued, of which over 16,000 willingly admit that their regular issues are less than 1,000 copies, only 1,495 of the remaining 7,000, or thereabouts, take the trouble to furnish the editor of Rowell's American Newspaper Directory with definite information as to the number of copies they issue. It is well known that, with a single exception, the Rowell Directory is the only one that takes any pains at all to learn the facts about the editions issued by newspapers that bid for advertising patronage, and is the only one that pretends to have a definition of what is meant by the word "Circulation." That one in five of those whose editions are big enough to be worth counting are willing, and even glad, to allow the count and the result made known, speaks well for the selected few. A careful consideration of the 1,495 publications, made so conspicuous in "Newspapers

Worth Counting," reveals that nearly every one of them has the further distinction of being the best and most prosperous paper of the town or city from which it emanates. Whoever takes the pains to sift them out, and is careful to confine his advertising patronage to them, succeeds in stopping a leak that more than any other tends to make a failure of the majority of advertising voyages entered on by inexperienced men. Commenting on this condition, the Reading, Pa., *Telegraph*, in a recent issue, said: "The man who pays for publicity ought to have his goods measured as openly and fairly as the grocer measures sugar—before the customer, with the scales in full view. The publisher who refuses to show up his wares must have a reason, and we cannot think of any reason which would be of value to the advertiser." In a mine of diamond bearing gravel the pebbles that will repay the lapidary and enhance the brilliancy of beauty have to be looked for with judgment and selected with care. The operator who should assume that one pebble is about as good as another, and has not time to submit each candidate for recognition to the requisite tests, will never make a conspicuous success of his calling.

THE ADVERTISER'S PUBLIC SERVICE.

A man who builds up a great success and makes his trademark an asset in his business, expects and deserves the protection of trade and of the customers. This protection is as valuable to his customers as it is to him. If they buy his goods they know they are getting the worth of their money. They are getting what they ask for and what they want. If they buy substitutes, they not only cheat him, but they do not know what they are getting, and they have absolutely no recourse if they are swindled or poisoned or if there are germs in the materials.

One argument used by the substitution dealer is that he saves the cost of advertising which a standard article pays. Even at *Delineator* rates the advertising cost of a standard article to the single purchaser is not so much as the paper in which it is wrapped. The substitution dealer when he starts out to swindle doesn't mind mixing a few lies with his other adulterations.—*Delineator*.

PUBLISHERS CELEBRATE HARVEST.

An unusual social affair for a publishing house to engineer was the informal "harvest home" reception given by Doubleday, Page & Co., November 20, at their plant in Sixteenth street, New York. The house owns three country magazines, *Farming, Garden Magazine* and *Country Life in America*. It also has many agricultural, live stock and nature books on its list. So it was felt that harvest meant a good deal in the business, and to transform it into a pleasant little fête the whole building was decorated with flowers and vegetables and a reception held from three to ten that day. Hundreds of advertisers, publishers, their representatives, wives and friends, met members of the firm and the staff, and were somewhat taken off their feet by the elaborate nature of the celebration. For each of the three magazines named, and the *World's Work*, a room had been set aside. Copies of the current issues were given to those who wanted them. Original photographs and manuscripts were exhibited, with portraits of contributors, and in the *World's Work* room was an exhibit of editing, illustrating and printing a magazine from manuscript to finished cover. The progress of a manuscript, for instance, was carried through ten stages: 1—Author's scrawl; 2—Typewritten copy; 3—Edited; 4—Lanston monotype perforated roll; 5—The type cast; 6—First proof corrected; 7—Author's corrections; 8—Page revise; 9—Electrotype; 10—Printed page. On the office floor was a kennel exhibit of twenty-two dogs and cats, twelve of the dogs being champions with records of first prizes at twenty-four shows. The third floor had an exhibition showing uses of peanuts, and the United States Department of Agriculture showed many curious tropical plants, such as chocolate, Mexican chayote, Chinese tallow tree, the desert olive, rubber vine, paper shrub,

sisal plant, Zanzibar coffee, Japanese mitsumata, etc. There was also a poultry exhibition on this floor, with several well-known prize-winning chickens, ducks and geese. The seed houses had exhibitions of curious vegetables and flowers, including a large collection of chrysanthemums, and the latest carnations. There were two hives of live bees, and specimens of boxed fruit, agricultural packages, etc. On the fourth floor was shown the entire process of making a half-tone, from the crude photograph to the finished plate. On the sixth floor, in addition to the working composing room, with its monotypes, there was a biograph exhibition of moving pictures, showing tunnel workers, a moose hunt, the building of a skyscraper, salmon fishing and an Arctic scene. A Radclyffe, the photographic illustrator, whose work is familiar in Doubleday-Page publications, showed a number of fine colored slides of scenes in nature. After the large building had filled with guests, refreshments were served.

CHARITY ADVERTISING DE- VICE.

The endless chain having outlived its usefulness, charity workers in certain fields cast about for something new to gather in the money. One of them figured that between \$800 and \$900 could be secured from a mile of pennies if placed in a line. A roll of court plaster, measuring ten yards, similar to that used by physicians, was secured, and sent out in bits. In a little while they came back filled. Then other rolls went through the same process, and before a month the "mile of pennies" had been secured. As the rolls are filled the money is taken off, so that if the scheme becomes popular the Government need fear no tightness in the copper-cent market.—*New York Post*.

SUNDAY PARIS'S SHOPPING DAY.

One cannot help noticing the extreme reluctance of the Paris tradesman to close his shop on Sunday. Only certain trades are allowed to substitute some other day for Sunday; but hatters, bootmakers, drapers, milliners and a number of other industries have all applied to take Monday as their day of rest instead of the Sunday, and the claim has been refused.—*Baker and Confectioner*.

BUSINESS AND STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Editor Business and Store Management, *Printers' Ink Publishing Co.*, 10 Spruce St., New York.

Small successes in the real estate business will often be made by men of small caliber, and little principle, just as they are made in other lines by such men—largely through combinations of circumstances for which they are in no way responsible—sheer good luck. But the successes that are really worth while will be made by those who bring brains to bear on the business—those who study it as the great merchant studies his—who realize that a good reputation is as valuable to the real estate dealer as to any other business man, and who know that something more than desk room and a sign is necessary—good business management. Good business management bears no friendly relation to that "shrewdness" which leads the dealer to take unfair advantage of a customer who is not as well informed as he should be. It does not imply cunningly-drawn contracts which buyers would not sign if they were shorn of their confusing legal phraseology. It does not mean fake leases which show higher rentals than are actually received, nor any of the many other more clever tricks that are known to this "trade." It means a "square deal"—honest statements of values based on rentals, on the known values of similar properties and on the value to the buyer for his particular uses—for the same property may easily be worth more to one man than to another, and that may fairly be taken into account in fixing the price. That is a matter of cold, hard business, understood quite as well by the buyer as by the seller, and there need be no deception about it. Prices are governed by supply and demand, and where there are several demands that only a single

property can supply, the price very properly goes up until the limit of the man who most needs to buy is reached. Good business management—the kind that builds a business and a good reputation at the same time—is best reflected by good advertising. It may be entirely true that "a satisfied customer is the best advertisement," but the circulation of such an advertisement is very limited, and while he advertises you to a dozen or a score of your possible customers, the newspaper carries your message straight to the breakfast or supper tables of hundreds or thousands of them, day after day. The newspaper finds and brings to you the customers whom you might never find without it—who otherwise would drift to another dealer longer established or better known. It brings you more customers to satisfy and thus increases the circulation of the advertisement which is acknowledged to be best and cheapest—the satisfied customer.

* * *

This talk about satisfied customers recalls a good scheme worked by a friend of mine, who, with his partner, owned a residence plot near a hustling manufacturing town of about 40,000, built houses on it and sold them on the installment plan. Each buyer was asked to help fill the section with good people and desirable neighbors by talking to his friends about its advantages and the ease of owning a home there, bringing to the office any of them who seemed at all interested. The home owner introducing a friend who afterward became a buyer through the introduction and his further efforts, would be credited \$25 on account, or paid that amount in cash, providing that his

own home had already been paid for. So, with the purpose of increasing the value of his property and his own comfort through securing good neighbors, or in order to save \$25 with little effort, each new buyer became, in a sense, a walking, talking advertisement, well supplied with information regarding the property and with a double incentive for inducing his friends to buy. This, I am told, was by no means an unimportant factor in building up a highly successful business, and scores of attractive, moderate-priced homes. It was simply an auxiliary method, used in conjunction with good and persistent newspaper advertising and personal solicitation by the members of the firm.

* * *

The confidence which often grows out of a personal acquaintance is a most important asset of the real estate dealer—particularly in deals involving large amounts of money—and therefore the dealer should go out of his way to make acquaintances among those who are likely to be either buyers or sellers of large properties. The long-headed real estate man is a creator of business. He doesn't sit down and wait for it to come to him but goes out and fairly forces schemes hatched in his fertile brain. In this he is often a public benefactor. He sees a good corner lot on the main street occupied by two or three old one-story stores that have stood there for years because Mr. Old Foggy, the owner, lacks either the capital or the common sense to build for better income. In fact everybody seems satisfied to have them remain for the next twenty years as they have been for the past twenty. The real estate man begins to think. He has heard some complaint about the inadequate facilities of the old "opera house." Once or twice he has heard somebody say how nice it would be to have a small department store in that part of the town, or a large grocery and meat market. He

knows it's a good location and that the property ought to pay better. There was Jones, who asked him a few days ago about good investments. No, didn't want mortgages—wanted something that would grow—that might start at four per cent, and climb up to eight or ten—something he could look at once in a while—that would look like money not only to himself but to other people. And now that he thinks of it, there is his friend Smith, a dry goods man in the nearest large city. Smith has made money, and maybe he'd like to establish a branch store for young Smith. He finds out, very unsentimentally, what Mr. Old Foggy would take for the property. He figures out about what the right sort of a building would cost, and calculates about what it ought to rent for. He feels the public pulse rather cautiously about the old opera house, and gets the sentiment, piecemeal, about the possibilities for a new store. Then maybe he agitates the opera house question a little in the local papers over the signature of "Theatergoer"—but not too violently. Then he mentions the new theater idea to Jones, casually but confidentially, and says something about interesting outside capital in what is bound to be a public benefit and a source of considerable private profit. He leaves Jones to wonder if that wouldn't be a good chance for an investment, while he takes a run up to the city and mentions, just incidentally, to Smith, that somebody is going to make some money by establishing a small department store in his town—fine chance for a young man, etc., etc. After a while Jones begins to ask questions "What would it cost?" "How much would it pay?" He "guesses" about so much, and so much, and the difference makes Jones sit up and take notice. He sees Smith again, just by accident, and Smith after asking some questions, says he wouldn't mind trying it for a couple of years if he could get a good store in the

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right location. A few more well-directed "knocks" at the local playhouse, and the information that somebody will sign a two-or-three-year lease for a store on that corner at a good rental, brings a commission from Jones to buy the property, and a few months sees the thing in full swing, with a nice rake-off for the real estate man and benefit to all concerned. Now that is purely a suppositious case, but it has been paralleled hundreds of times by real estate men who do their sleeping in bed and walk around with their eyes and ears open during business hours. The real estate man who knows his business is worth a dozen boards of trade for stirring up business by making things happen—getting new industries, etc. It is up to him to do other people's thinking for them—to find money-making opportunities for himself by finding good prospects of profit for others—to think of things that other people haven't thought of and get action along the right lines by taking the initiative. Of course, he is reasonably sure he is right before he goes ahead, and is careful not to make any bad breaks. That makes the next big deal all the easier.

* * *

I rather like these "talk-it-over-with-your-wife" ads, because it's a suggestion easily followed and likely to be accepted. And the man who once starts in to talk it over is in a fair way to do something more than talk. In fact, I believe that such ads will have quite as much effect on the wife as on the husband—that they are really reaching for her over his shoulder, merely paying him a compliment in assuming that he has any voice in the matter:

Talk it over with your wife. See whether she doesn't agree that it's unwise to keep on paying rent when \$300 down and easy payments monthly like rent, will make you the owner of a well-built, charmingly situated, terrace and porch-front house. Such a home as you have conjured up in your daydreams. New, with every latest appointment, and never lived in by anybody.

Located in the zone of advancing real estate values in West Philadelphia.

I can't even begin to set forth the advantages of these houses, in a newspaper ad. I have tried to do it in an illustrated booklet, obtainable on request by postal card.

SAMUEL SHOEMAKER.

58th & Haverford Ave.,
Philadelphia, Pa.

There is something in this argument, too:

Many a man who is waiting to-day to buy real estate "cheap" was in the same frame of mind two, five—yes, ten—years ago. He lost his opportunity then. He is passing it by to-day. His wideawake neighbors bought—made money—and are buying now and making money.

Moral:—Wake up. Buy a plot or two to-day in "Roosevelt Park," high up in the beautiful Orange country at picturesque Maplewood, New Jersey. Don't wait, as the waiting man's time never comes. Come in now with the limited number of ground floor pioneers. Only a few more one-half acre plots to be sold at pioneer prices. Prices will shortly be raised. See our handsome Ackerson houses, erected not for profit, but to enhance our large surrounding holdings. Only four remain unsold. You will be astonished at the low prices and the terms at which these choice properties can be purchased.

Colored plates of Ackerson houses on request.

Office and salesmen on grounds.

T. B. ACKERSON CO.,

140 Nassau St., New York.

Developers of choice properties at Flatbush, Long Island, and Maplewood, N. J. Take D., L. & W. R. R.

And here is one from a modestly worded, confidence-inspiring series, in the *New York Times*:

New York is growing richer every day. Land values in many localities, particularly those contiguous to new business centers, have advanced in leaps and bounds.

It may be that you have an idea regarding the development of your property which you cannot carry out for lack of acquaintance with the particular parties who would be interested in that particular proposition.

The long record of this office in high-grade transactions has led to an acquaintance wide enough to embrace all possible real estate deals.

ALBERT B. ASHFORTH,

Real Estate,

4 West 33d Street, New York.

It will be but a few years until the world has so far outgrown your methods that your clerks will be apologizing for you.—*Exchange*.

THE FIRST AMONG AMERICAN MAGAZINES.

The founding of the *Atlantic Monthly*, with James Russell Lowell as editor, just fifty years ago this month, is almost the best known event in American letters. In celebration of its anniversary the magazine promises a series of papers by its living ex-editors, William Dean Howells, Thomas Bailey Aldrich, and Walter H. Page. Perhaps the most notable consideration that comes to one long familiar with the *Atlantic* is its consistency of character, and the motto of its jubilee number might well be *qualis ab incepto*. At times it has leaned a little to that ultra refinement known by the cynical as Cambridge weak tea. Again, it has stiffened up and sought for strength in too hasty a reflection of the problems of the day. But in general it has been remarkably successful in combining refinement and strength—a difficult ideal. It is the ablest of our magazines, standing on a level above even the most attractive of the New York illustrated magazines, whose aim is to flatter the taste of *l'homme moyen sensuel*. Taking all things into consideration, we are inclined to regard it as the best of the general magazines published in the English language to-day. And we regret that its home is not in New York. The influence of such a magazine in the center of our publishing business would do much to counteract the tone of flashy commercialism that is the mark of New York in literature.—*New York Evening Post*, November 10, 1906.

HIGH PER CENT ON BANK APPROPRIATION.

A bank in a small Missouri town recently conducted an experimental campaign of advertising, with a view to encouraging deposits from the country people and others who were in the habit of hiding their money, or otherwise disposing of it. Two hundred dollars was set aside for the experiment, and after consultation with an advertising specialist who happened to live in the town, it was decided to use single-column, six-inch copy in two weekly papers published in the town.

The ads were not remarkable in any particular. They did not even have any illustrations—because illustrations cost money, and \$200 would not buy very many. The ads told a very simple story, different every week, and were very brief and to the point. The campaign lasted about five months, without a break in the continuity of the advertising. After a careful cast-up of the bank's business it was decided that a trifle over seventy thousand dollars in new deposits had been gained by that bank as the result of the experimental campaign. Only those accounts which could be directly traced to the advertising were credited to it, which leaves the inference that a considerable amount above the seventy thousand had been produced by the advertising.—*Advertising*.

The first Japanese newspaper was published in 1863, only forty-three years ago, and it contained some news translated from some of the Dutch papers. To-day Japan has 1,500 daily newspapers and periodicals.—*Exchange*.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (300 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted double price will be charged.

WANTS.

BLACK FOREST premium clocks, 8½ in.; sample, 50c. D. A. MCKENZIE & CO., Elgin, Ill.

A WRITER and manager of valuable experience solicits connection with large retail or manufacturing concern. "A. X. B.," Printers' Ink.

WANTED Advertising Novelties of every kind, also Calendars. "PUBLICITY," suite 1, 2 and 3, Molson's Bank Chambers, Vancouver, B. C.

WANTED—TO BUY an evening daily newspaper in town above 20,000 in Middle West. Correspondence confidential. Box 261, Toledo, O.

YOUNG MEN—Learn Show Card Lettering and Designing; it's a money-maker; samples free. THOMPSON SCHOOL, Pontiac, Mich.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

MONTHLY journal, with large general circulation. Send copy, particulars and rock-bottom price. G. K. EMERSON, 1806 Montgomery Avenue, Philadelphia, Pa.

WANTED—Letter brokers to send me lists of letters from dead people, with charge for copying names. CHAS. KOEHLER, 200 West Berry St., Ft. Wayne, Indiana.

AUDITORS and Accountants wanted to fill positions paying \$1,000-\$5,000. Write to-day and state position desired; offices in 12 cities. HAI'GOODS, 306 Broadway, N. Y.

WANTED—Telegraph editorship on afternoon daily using full A. F. report. Correspondence invited. Address "B. B.," Printers' Ink.

EXPERIENCED advertising solicitor wishes to represent high-grade Trade publication in New York and vicinity. Address for particulars, "SOLICITOR," care Printers' Ink.

RAPIDLY growing New York daily wants competent man to manage and develop its classified advertising. Worth while for one who can "make good." "A. A.," Printers' Ink.

FIRST-CLASS man desires position as circulation mgr. in city of 100,000 or more; newspaper and magazine experience; a thorough organizer and premium man; best refs. "H. N.," care P. I.

WE have a customer for a copy of "Ready Made Ads," published by Printers' Ink several years ago. He will pay a premium for it. Printers' Ink.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 1. FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1898), Springfield, Mass.

POSITION wanted as bus. mgr. by high-class man; thoroughly familiar with general and special advg.; expert circulation man; would prefer a connection with a paper that needs building up; best references furnished. "O. N.," care P. I.

DO you want a representative in New England? I am in the market to do more business, and a technical education, with ten years' executive and selling experience, may have especially fitted me for your proposition. "W. S.," Printers' Ink.

WANTED—A subscription manager for farm paper and book publishing house in the Middle West: one who is active, energetic and able to take financial interest in the business. A great opportunity for the right man. "F. B." care Printers' Ink.

RARE OPPORTUNITY
To secure the services of one of the best advertising men in this country, providing there is chance to get a financial interest in publication. Capable of taking entire charge of business end. "G. A. I." Printers' Ink.

"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave. Kansas City, Mo.

WANTED—Position as adwriter or manager by sober and industrious gentleman of 30. A student of Printers' Ink and Mr. Powell. References with latter. A possessor of selling ability and will start on moderate salary. Indiana preferred.

Address "J. F. B." Printers' Ink.

A CHICAGO Special Agent who has for many years represented three specially high-grade dailies, published at widely separated centers, and to whom he is at liberty to refer, would be glad to add one or two more of the right sort, issued at points that do not compete with those he now works for. Address CHICAGO SPECIAL, care of Printers' Ink. New York.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$3,000, and any number earn \$1,500. The best clothing adwriter in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 143 Metropolitan Annex, New York.

EXCELLENT opening for aggressive advertising solicitor and writer, capable of creating and holding business and writing effective advertisements. Morning daily; \$5,000; Illinois city. Salary low to start, but advancement to right man. State age, experience, salary expected, references. Send photograph if possible. "A. C. M." Printers' Ink. New York.

YOUNG MEN AND WOMEN
of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. "Printers' Ink" is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED exclusive representation for manufacturers for specified territory or entire country. We want meritorious articles for household and office use, automobile equipment, etc.; have New York and Philadelphia office; will advertise and push sales for right goods. Cheap schemers with "dime-o-matic" need not answer; but legitimate manufacturers who want to sell their goods, please write to

"S. & B.,"

738 Mutual Life Bldg., Philadelphia.

I WANT AN ASSISTANT. I have a place in my department for a young man who understands printing and who has had some experience in the preparation of copy for Bulletins to be sent to members of a selling force. His principal duties will be to supervise the work of three or four other employees and to act in the capacity of office censor. He has an opportunity to create for himself a first-class position, both financially and in the eyes of the advertising world. There is a lot for him to learn that, no matter how good he is to-day, he will not know when he comes to me. His salary to start will be based on his value to my department. I wish applicants to send me samples of the work they have done, a list of references, state the lowest salary they will take. I will return all papers if postage is inclosed. E. S. LEWIS, 131 Lothrop Avenue, Detroit, Mich.

POWELL GRADUATE

with natural gifts as observer and writer, highly developed analytical and imaginative powers, a willing and earnest worker, is desirous of obtaining position at once, either as ad manager with manufacturing concern, adwriter in department store, or on the copy staff of progressive advertising agency—in any capacity anywhere, where opportunities for good, hard work are abundant and conscientious effort is appreciated. Question of salary immaterial at the moment. Address "RE-ADY," care Printers' Ink.

A Stenographer with Advertising Experience

would like to work in a large Advertising Agency or in a place where much advertising is handled. Have had three years' advertising experience. If you will indicate an interest I will be glad to keep an appointment. Communicate with

THEODORE W. DAVIS,

530 Laurel Street, Reading, Pa.

MICAWBER'S GAUNTLET

Like Micawber, I am throwing down my gauntlet to society, being in need of a job.

Adwriting or correspondence for preference; soliciting if necessary.

Powell student. Have been writing successful ads for local merchants all summer.

Don't know it all, but would like to. Seven years with present employer, bonded position. Want to change.

Am 25, married, strictly temperate, fair education, decently intelligent.

Boston references.

Samples, photograph and full particulars in first letter.

\$17.50 to start.

J. C. OWERS,
Silver Lake, Mass.

DIRECTORIES.

NEWEST Directory of cigar and tobacco manufacturers, leaf tobacco dealers, etc. Price \$3. TORACCO LEAF PUBLISHING CO., 82 Beaver St., New York.

MEETINGS.

THE annual meeting of the stockholders of the Printers' Ink Publishing Company, for the election of Directors and Inspectors of Election, will be held in the office of the Printers' Ink Publishing Company, 10 Spruce St., New York, on Saturday, December 8, 1906, at 12 o'clock noon. EDWARD D. WAYRE, Secretary.

CATCH PHRASES.

U CAN WRITE ADS EASILY

With the aid of our Catch Phrases. No worry, no time lost. Simply look over our list of 150 original Catch Phrases and pick headings for your ads—a novice can do it.

150 Phrases, 25c.

ARLINGTON HOUCK, 125 Front St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

MONTHLY Trade Paper.
Good circulation and standing,
Gross business about \$14,500.
Shows good income for owner.
Gross business has doubled in four years.
Great future possibilities.
Price \$9,000.

EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

PATENTS.

PATENTS that PROTECT—
Our 3 books for inventors mailed on receipt
of 6 cts. stamps. **R. S. & A. B. LACEY,**
Washington, D. C. Estab. 1869.

S **SHEPHERD & PARKER,**
Solicitors of Patents and Trade Marks,
503 Dietz Bldg., Washington, D. C.
Highest references from prominent manufacturers.
Hand book for inventors sent upon request.

PHOTO-ENGRAVING.

PHOTO-ENGRAVERS, Designers, price list and
samples sent on request. **STANDARD EN-**
GRAVING CO., New York.

DIRECTORY OF NOVELTY MANUFACTURERS.

A **GENTS** wanted to sell ad novelties, 25% com.
3 samples, 10c **J. C. KENYON**, Owego, N. Y.

CELLULOID and Metal Buttons, Advertising
Novelties, Badges, largest assortment, lowest
prices: samples sent. **JAMES HENDERSON**, Room
1804—150 Nassau St., N. Y. Phone 4853, Beekman.

WRITE for sample and price new combination
Kitchen Hook and Bill File. Keeps your ad
before the housewife and business man. **THE**
WHITEHEAD & HOAG CO., Newark, N. J.
Branches in all large cities.

FOR live advertising novelties, specialties,
business souvenirs, calendars, signs, read
THE NOVELTY NEWS, official organ of the manu-
facturers. Full of suggestions, illustrated. 50c.
a year. 1734 Washington St., Chicago.

We Make Ad. Novelties
that talk LONG & LOUD.
List 23 is **FREE.** Get it now.
Adv. Novelty Co., Chicago.
(Able salesmen desired.)

THE MAGIC
MOVING PICTURE
POSTAL CARDS

Three Pictures in One

The newest novelty and wonder. Sample
for 6 two-cent stamps. Advertisers wanting
something new can get it here.

G. FELSENTHAL & CO.,
219 E. Van Buren St., Chicago.

WE want to know every Advertising
Manager in the United States and we
want every Advertising Manager to know
us. We make **METAL NOVELTIES** for
advertisers. You want us; we want you. Drop
us a line on the letter-head of your Company
and we will send you a handsome souvenir.

S. D. CHILDS & COMPANY,
Who Make **ART NOVELTIES** for Advertisers,
300 Clark Street,
CHICAGO.

BUSINESS NOTICES.

FREE!—How to start and conduct successfully
a mail-order business, by one of the oldest
mail-order supply houses in the country. Ad-
dress

EUREKA TRICK AND NOVELTY CO.,
87 Warren St., New York.

PRINTERS.

PRINTERS. Write **R. CARLETON**, Omaha,
Nebr., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv.
matter—all kinds. Write for prices. **THE**
BLAIR Ptg. Co., 514 Main St., Cincinnati, O.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.

COIN MAILER

\$2. 60 PER 1,000. For 6 coins **\$3.** Any printing.
ACME COIN CARRIER CO., Burlington, Ia.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and
quickest. Price \$12. **F. J. VALENTINE**,
Mfr., 178 Vermont St., Buffalo, N. Y.

HALF-TONES.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.50.
Delivered when cash accompanies the order.

Sent for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square
inches or smaller delivered prepaid 75c.
6 or more, 50c. each, cash with order. All
newspaper screens. Service day and night.
Write for circulars. References furnished.
Newspaper process-engraver. **P. O. Box 415,**
Philadelphia, Pa.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGE'Y, 1 Madison Ave.
N. Y. Medical journal advtg. exclusively.

H. W. KASTOR & SONS ADVERTISING COM-
PANY, Lacade Building, St. Louis, Mo.

Special Offer 5 ads for \$1. Adv. Ag'cy,
633 Sterling Pl., B'klyn.

THE IRLAND ADVERTISING AGENCY.
Write for Different Kind Advertising Service.
225 Chestnut Street, Philadelphia.

A **LBERT FRANK & CO.,** 25 Broad Street, N. Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertis-
ing of all kinds placed in every part of the world.

A **SCORE** of successful advertisers are
using me as their Advertising Manager. By my
copyrighted plan I can render quick, efficient
service anywhere. Tell me about how much ad-
vertising you do and I will state my propo-
sition and price. **F. L. KLINE**, 607 Ellicott Square,
Buffalo, New York. Long Distance Phone Bell,
3543-R. Seneca.

YOUR ADVERTISING
RECORD

Does It Tell at a Glance

The amount of space in each paper!
The total amount each day, each week!
The proportion to charge to each dept. daily!
The total charged to each dept. for the week!
The sales in each dept. daily for the week!
The percentage you have spent on advertis-
ing for the whole business and for each
department!

The weather conditions daily!
Comparison with the corresponding weeks
—one, two and three years back!

I have perfected a system of making these
records that will tell your business story,
present and past, at a glance, and that is
simplicity itself. Can be adapted to any
business, large or small. Tell me your
needs—I will tell you what I can do.

GEO. E. CLARK, 1218 Chestnut St., PHILA.

CIRCULATION PLANS.

FOR \$1 I will send my plan by which any newspaper can increase its circulation two to five thousand copies. Plan fully tried and proven.
F. G. BERMAC, Box 991, Hartford, Conn.

ADVERTISING MEDIA.

THE 1905 issue of the American Newspaper Directory shows that the average issue of the Troy (O.) RECORD in 1904 was 1,100. Average in 1903, 1,138.

THE average weekly circulation of the Rockwell City (Iowa) ADVOCATE for the nine months ending Nov. 1, 1905, was 2,114. Statement on application.

THE NEWS-REPUBLICAN, GRAPHIC-NEWS and HARDIN COUNTY REPUBLICAN, Kenton, Ohio—combined readers of 28,000. Four lines or less, 25c. for one week. Cash with order.

THE MACON NEWS, published at Macon, Ga., every afternoon except Sunday, Wide Awake, Progressive. Circulation rapidly increasing. No other evening paper nearer than 100 miles. Population of Macon and suburbs, 55,000 (1906).

IF YOU WANT TO

reach the Retail Grocers and General Merchants of the Southwest, advertise in
THE RETAIL MERCHANT, Dallas, Tex.
the only paper of the class covering this territory.

THE MONMOUTH (ILL.) DAILY REVIEW

is now running a daily cartoon series of prominent local people from original drawings by H. S. Palmer. The REVIEW was established in 1855.

Virginia Farmer

Issued Monthly

EMPORIA, VA.

Circulation - - 72,000

Rate, 25 cents per line.

Have You Any Property To Sell?

If so, advertise it in the FARM AND REAL ESTATE JOURNAL. It reaches 40,000 readers each issue, 85% per cent of which are farmers. It has been published for the past twelve years. Advertising rates 2c. per word each insertion. Send 75c. and we will mail you THE JOURNAL for one year, or for 10c. in silver we will send you THE JOURNAL for two months on trial.

Farm and Real Estate Journal
Tracy, Iowa.

SOUTH DAKOTA PAPERS

Sioux Falls Daily Press

Circulation 7,640

The Morning Daily—Established 1883.

South Dakota Farmer

Circulation 13,300

The only Weekly Paper of its Kind in South Dakota.

DOTSON & BOWEN, Proprietors,
Sioux Falls, South Dakota

3,000

OKLAHOMA FARMERS

Farm by and buy by the

Oklahoma Farm Journal

(On the Roll of Honor)

OKLAHOMA CITY, OKLAHOMA

Real Estate Record

MONTREAL, CANADA

MONTHLY CIRCULATION

2,000

THE CRADOCK SIMPSON CO.

Publishers

Its Readers Buy Advertised Goods

Nearly every regular subscriber or transient purchaser of the **RED MEN'S OFFICIAL JOURNAL, Danvers, Mass.** (there were 6,809 in October, 6,928 in November, and there is regular increase each month), is an officer who has been elected to place for character and ability. The Order has nearly 450,000 members, including President Roosevelt and other distinguished National and State officials, with people in every prosperous rank of life, all living under the American flag. They earn good money, have good incomes, are thrifty and well to do, and are of our best citizenship. They buy the comforts and luxuries of life, and, if properly reached, are profitable to advertisers. The JOURNAL is a 16-page monthly. Advertising rate: One dollar and fifty cents an inch per month. **ANDREW H. PATON, Publisher, Danvers, Mass.**

CLEVELAND NEWS

THE CLEAN HOME PAPER

The Cleveland Plain Dealer's compilation of October advertising shows that The Cleveland News made the paid advertising gain in October of

7,108½ INCHES

over corresponding month of last year.

The News gained 4,226½ inches more than the Cleveland Press, 4,777 inches more than the Daily Plain Dealer, 5,360½ inches more than the Daily Leader and 7,376 inches more than the gains of all other Cleveland dailies combined.

Foreign Representatives

L. H. CRALL CO.

NEW YORK

CHICAGO

ADWRITING.

FOR GOOD HOLIDAY ADS, write me. R. E. GRANDFIELD, Fall River, Mass.

PRESS CLIPPING BUREAU.

SOUTHWEST PRESS CLIPPING BUREAU, Topeka, Kan., covers only Kan., Mo., Ark., Tex., O. T. and I. T.

DESIGNERS AND ILLUSTRATORS.

WE ARE NOT "Printers or Publishers," but confine our efforts exclusively and concentratively to DESIGNING, ILLUSTRATING and making of ENGRAVINGS to print on a type printing press, in one or more colors. GATHIEL & MANNING, Philadelpia.

MULTI-TYPEWRITING.

MULTI-TYPEWRITING

All the scientific effects of typewriting; no squeeze or halation. We're making it famous ROGERS & CO., 149 Jefferson Ave., Detroit, Mich.

PAPER.

B BASSETT & SUTPHIN, 45 Bowmans St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

TO ADVERTISERS.

LET US DISTRIBUTE your advertising matter. We have an organization that enables us to cover any territory and reach any class of people. Through reliable Distributors located throughout the United States and Canada we can distribute your matter more effectively and for less than half the cost to you in any other way. OUR DISTRIBUTORS' DIRECTORY mailed free to Advertisers desiring to make contracts direct with our Distributors. We Guarantee Good Service. References—Bradstreet. NATIONAL DISTRIBUTING CO., 700 Oakland Bank Building, Chicago, Ill.

ADDRESSING MACHINES AND FAC-SIMILE TYPEWRITERS.

A AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER" we make an IMITATION TYPEWRITTEN LETTER and all in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, 17 Spruce St., New York, sell more genuine cut inks than any other ink house in the trade.

Special prices to cash buyers.

PASTE for shipping labels, mailing wrappers trunk linings, cigar box labels and all other purposes. Bernard's Cold Water Paste is positively best. Virginia-Carolina Chemical Co. Use it exclusively in 16 factories. Sample free. CHAS. BERNARD, Tribune Building, Chicago.

89 Adwriting Rules (Enlarged) Edition

gives in a condensed form practically the same instructions, type information, tables, etc., in advertisement writing that a \$25 to \$40 course teaches. Postpaid, 25c. Stamps or coin. A quarter's work or the quarter back. L. ROMMEL, Jr., 61d Merchant St., Newark, N. J.

FOR SALE.

FOR SALE—Copy of Nelson Chesman's Rate Book for 1906, unused. Publisher's price, \$6; will sell for \$2.50. "N. C. R." care Printers' Ink.

FOR SALE—Five Sprague Linotype motors, in good repair, for sale cheap, all or singly. THE VAIL COMPANY, Coshocton, Ohio.

FRENCH NOVELTY ADVERTISING CO. offer their business for sale. A money-making proposition. Write us, Sunday Call Building, Easton, Pa.

FOR SALE—8 and 4-page Scott perfecting press in good condition; 6, 7 or 8 columns. Price, including curved stereo machinery, \$3,500, our office. Address "A. A. A." care Printers' Ink.

FOR SALE—Complete newspaper and job plant in excellent condition, publishing daily 1,600 circulation, weekly 2,500, in growing city of 12,000 population; doing between \$2,500 and \$3,000 of business per month and steadily increasing; in splendid field to improve. For particulars, price and terms, write C. A. McCoy, Lake Charles, La.

BOOK AND JOB PRINTING OFFICE—Running office, with 5 cylinder presses, 2 job presses, cutting machine, motor and large fonts of type and plenty of them for book, job and poster work; office in good-city and will be sold running at a very reasonable price.

GEO. C. JAMES & CO.,

136 Longworth St., Cincinnati, Ohio.

"Our New Telephone Cards"

Size 5 1/2 x 16, with spaces for 30 of the most important calls—New and Unique Designs. Printed in four colors on white enameled board, make a Permanent Advertisement, as every Telephone Subscriber receiving one will keep and use it. We furnish these cards complete. Eyed, with your Advertisement neatly printed. Price free. Special prices to Printers and Novelty Dealers prepared to solicit orders and do their own printing. THE CURTIS-WAY CO., 165 Pratt St., Meriden, Conn.

ADDRESSING MACHINES.

A ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York, 401 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY, 707-709 Arch St., Philadelphia, Pa.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (20¢) Greatest book of its kind. Published annually. 35th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

THE WAY INTO PRINT

By Jack London, Albert Bigelow Paine, Frank H. Sweet, R. H. Davis, Waldon Fawcett, Elliot Walker, Leslie W. Quirk, and editors of the Woman's Home Companion, Munsey's, Christian Endeavor World, National, etc.

TELLS HOW to write, sell and syndicate fiction, verse, etc. Fourteen practical, helpful articles by world-famous authors and editors, covering all subjects, from the short story and versification to the literary market. Not essays, but how-to-write and how-to-sell articles. Worth a dozen courses in any correspondence school. Twenty-five cents, postpaid.

EDITOR PUBLISHING CO., Dept. P., 150 Nassau St., N. Y. City

EDUCATIONAL.

WRITE YOUR OWN SHOW CARDS

For 25 cts. I send, postpaid, copyrighted Book of eight sets of complete alphabets and figures, with Borders, Scrolls, Corner pieces, Dashes, etc., together with Rules and Complete Instructions for Lettering Show Cards, enabling Merchants or their Clerks to write their own Show Cards in a neat and attractive manner, with reasonable practice in a short time.

J. A. SLESS, 415 East 87th St., New York

ADVERTISEMENT CONSTRUCTORS.

5 MONEY GETTING ADS. ENTERPRISE
AD AG'Y, 633 Sterling Pl., B'klyn, N. Y. \$1

Advertising

Copy that thrills
Without fads, without frills.
LIPPMANN, 516 Master St., Phila.

I AM addicted to the preparation of advertising matter, strongly suggesting a scanty reverence for the usual methods and manner of such work. I do not perpetrate so-called "catchy" advertising, and regard "funny" things (that I so keenly enjoy in their place), as a sheer waste of money when so well "broadcast." If you would care to see samples of work built on the above lines, I shall be pleased to have you write me.

I make Circulars, Folders, Price Lists, Catalogues, Trade Primers, Circular Letters, Announcements, Mailing Cards, Booklets, Notices, Newspaper, Periodical and Trade Journal Advertisements, etc., etc.

No postal card, please.
No. 71, FRANCIS L. MAULE, 402 Sansom St., Phila

CARDS.

COIN Carrier—The 20th Century is a repeater, the best made. Ask for samples and prices. Scott-Muler Co., 71 N. N. Jersey St., Indianapolis.

X-MAS CARDS

12 beautiful Gift Cards; 4 colors, embossed. High grade—low price; \$6.00 per 1,000 in quantities. Send 25 cents in coin for set and 1 post card.

Tally Cards, Easter Cards, Advertising Blotters, etc.

THOMSON PRINTING CO.,
310 Cherry St., Phila.

BOOKLETS.

ONE THOUSAND EIGHT-PAGE AND COVER BOOKLETS, \$12
Address or call, MAGNET PRESS, 1365 Broadway, New York.

ILLUSTRATIONS.

IT'S UP TO YOU

to illustrate the headlines of your advertisements now. Booklet containing 350 brilliant headlines and interesting opening chapters, each illustrated with specially designed cut, 25c. Cuts, 60c. each. FRANK S. AILES, 713 Drexel Bldg., Philadelphia, Pa.

MAIL-ORDER NAMES.

DO YOU ADVERTISE? Write us. Will prove we represent best Mail-Order Publications. Can save you 10% to 33 1/3%. Send copy of your Ad and get our lists, prices, etc.; all free. RYAN'S ADVERTISING AGENCY, Mulberry, Ohio.

THE ELLICOTT CITY TIMES

Why You Should Use THE TIMES as an Advertising Medium

1st—66 Years Old. Has subscribers that have taken it for over 50 consecutive years and swear by the paper.

2nd—Every Subscriber pays in Advance, therefore appreciates the paper. More than 2,000 of this kind sworn to.

3rd—No Other Paper, either daily, weekly or agricultural covers our field, Central Maryland.

4th—In Howard County we guarantee more than one-half of the white adults read THE TIMES every week.

Howard County is located between Baltimore and Washington. The population is composed of well-to-do money-spending people. In addition to Ellicott City the County seat, it contains the thriving villages of Savage, Guilford, Elkridge and Lisbon, and the towns of Sykesville and Mt. Airy are on the line between Howard and Carroll counties. The people are up-to-date and progressive and the farmers raise good grain and hay crops. Stock raising is a special feature, trucking, fruit and poultry raising increasing every year. With one exception it is the richest county per capita in the State. The assessable basis for taxation is \$591.00 for every man, woman or child, white or black. \$380,000.00 per square mile. A most desirable field to advertise in. We furnish our advertisers the names of the proper parties to do business with.

The Ellicott City Times—Official paper for the county. Combines THE TIMES, THE JOURNAL and THE DEMOCRAT. There are 45 post offices in the county, at each THE TIMES has a regular correspondent. No dead advertisements carried. No trading done. No advertisement accepted unless in our opinion desirable for our readers, and will pay the advertisers. References, the banks. A thorough home paper, excluding all questionable advertisements. The subscription books are open to all advertisers. Sample copy for the asking.

Put Us On the List
THE TIMES Ellicott City, Md.

EXPERIENCED ADVERTISING MAN OPEN FOR ENGAGEMENT.

This man is probably one of the best known and most successful sales promoters, advertising originators and managers, and copy-writers in the United States. He has had many years' experience in publicity and selling, in a variety of lines (this experience including several years in advertising agency), can "make good" anywhere, and is now holding a permanent high-salaried position. He is essentially a practical man and salesman, and can sell any proposition that it is possible to sell. For reasons of his own he wishes to change, and is now open to a confidential discussion of the matter with any large interests in position to consider the employing of an exceptionally high-grade man at a salary commensurate with his ability.

If interested, address "W. M. F" care of Printers' Ink.



2 in 1

Telephone Memo Attachment as an Advertisement

Any business man will be glad to have one, bearing your ad, put on his phone, because of the ever-ready memopad and the alphabetical index, with plenty of space for his regular calls. And they're right where they're needed.

After a day's use it becomes a necessity to him, and your ad is before him every hour of every business day in the year.

It is a light, neat, nickel-plated fixture that will last a lifetime, and fits any phone.

You can illustrate anything from a box of pills to an automobile. Room for seven illustrations. The pad serves as a perpetual catalog.

Think of the publicity you would get by having one of these attachments on the office phone of every possible customer.

Free sample to any interested advertiser sending name of advertising manager.

Quantity price will surprise you.

Send 25 cents in stamps to cover postage, etc., if you want one for your own use.

Red-blooded advertising salesmen wanted.

TELEPHONE MEMO ATTACHMENT CO.

600 Kasota
Block

Minneapolis,
Minn.



FACTS OF INTEREST TO GENERAL ADVERTISERS

¶ The ST. LOUIS MEDICAL REVIEW is the only weekly medical journal in the world at a dollar per annum.

¶ The REVIEW is the only weekly medical journal west of the Mississippi.

¶ The subscribers of the REVIEW, being of a professional class, assures you of the highest quality in circulation.

¶ The REVIEW, being a weekly publication, in comparison with a monthly medical having proportionately the same amount of circulation, our rates are a great deal cheaper, which constitutes an unusual advantage to advertisers using the pages of the REVIEW.

¶ Subscribers bind their copies of the REVIEW so that they will prove valuable for constant reference; therefore your ads constantly before them.

¶ Physicians are constantly scanning the advertising pages of a medical journal, always on the alert for the necessary or useful articles that not only pharmaceutical but other business houses are introducing for sale.

¶ The average popular monthly magazine having a circulation of 100,000 does not in proportion to the REVIEW (or any other high-class medical journal) reach the same intelligent and well-to-do class of subscribers. Fully ninety-five per cent of our subscribers are purchasers of the luxuries of life, such as automobiles, champagne, Havana cigars, imported and domestic high-grade wines, etc. You can reach these purchasers if your product is properly presented to them through the REVIEW.

¶ Therefore: If you have an article that will appeal to an intelligent class of patrons, who have the money to buy and whose offices and residences will display your product if they purchase it, the physician forms the best channel through which you can reach the masses and the multitude. Our weekly average at present is 5,000 and is constantly growing. Our sworn circulation for the first six months of 1906 was 4,436. It will be to your advantage to write us so that we can give you reasons why you should use the REVIEW.

OWEN C. FARLEY,
Advertising and Business
Manager,
**ST. LOUIS MEDICAL
REVIEW,**
ST. LOUIS, MO.

Practically every copy of

Floral Life

goes into a home owned by its occupants. Only persons who own their own homes are interested in ornamental gardening. People who live in rented premises seldom subscribe for a floral magazine.

The December edition of FLORAL LIFE was 160,000 copies. That for January will be 175,000 copies. The advertising rates will be increased from 50 cents to 75 cents a line on December 10th.

THE YOUNG & BENNETT CO.
PUBLISHERS

Springfield, Ohio
"Where the Flowers Grow"

JEFFERSON THOMAS,
Manager of Publications.
BERT W. DYER, Assistant Manager.
PEARL YOUNG, Traveling Representative.

New York Office, Room 5004, 1 Madison Ave.
E. M. MANSUR, in charge.
Chicago Office, 337 Marquette Building.
JOSEPH E. MASON, in charge.
Boston Office, 24 Milk Street.
F. L. WEARE, in charge.

NEWSPAPERS WORTH COUNTING

The editor of "Newspapers Worth Counting," is George P. Rowell, the well-known advertising man, and the founder of PRINTERS' INK. The publication is the result of a review by Mr. Rowell of the ratings of all the newspapers and periodicals dealt with in the Directory, as exhibited in its latest issue and the present summary is of the ratings according to all that rise above the unit of value, that is, a thousand copies. Of the 25,000 newspapers issued in the United States and Canada, about 1,600, it is said, regularly furnish "definite and satisfactory information" upon which a rating of copies printed can be based. It is stated in the Foreword that among these 1,600 publications are to be found more than nine-tenths of all that show by their columns that they are specially appreciated by the general advertiser. Mr. Rowell says that a closer inspection reveals that among these 1,600, with comparatively few exceptions, can be found the best and most prosperous papers in every town of first-class importance the country over.—*Newark, N. J., Evening News.*

"Newspapers Worth Counting" has been announced vigorously for some months, and considerable interest has been aroused. The completed work is really worth while. The volume contains 550 pages, and seems to be of more actual worth than an ordinary newspaper directory, for the reason that the information it gives is apparently unprejudiced and impartial. One can safely bank on this much.—*The Advertising World.*

Newspapers Worth Counting
560 Pages

1 Copy, - - \$1
12 Copies, - 5
100 Copies, - 25
1,000 Copies, 200

Sent Carriage Prepaid on Receipt of Price.

ADDRESS

Printers' Ink Publishing Co.

10 SPRUCE ST., NEW YORK.

Philadelphia
City of Homes.

Do you want
its trade

One medium
reaches all
homes with a
Circulation that
works every
hour, every
day —

200 000
Telephone Books
issued Jan. 1st

Consulted —
150 000 000
times annually
by spending
people

The Bell Telephone
C. of Philada
Philadelphia, Pa

NEWSPAPERS WORTH COUNTING

Now that we see it, it seems as natural as the sun that a book of this character should be published in this age of common sense. "Newspapers Worth Counting" is certainly a time saver for this Agency.

We always use Rowell's Directory as authority on circulation.

PERCIVAL K. FROWERT,
 General Advertising Agency.
 Stephen Girard Bldg., Philadelphia.

I consider "Newspapers Worth Counting" a very valuable book, and it is in use almost every day.

CHAS. L. DOUGHTY,
 Advertising Agent.
 519 Main St., Cincinnati.

We have examined "Newspapers Worth Counting" very carefully, and believe the information which it contains is of great value to all who are using daily and weekly papers, whether they be advertisers who place their business direct with publishers, or agencies who handle a large number of accounts. We have examined a number of the papers listed and believe the matter published is entirely accurate.

THE PROCTER & COLLIER CO.,
 Advertising.
 Cincinnati.

"Newspapers Worth Counting" is well named, well edited and well worth owning. One who is familiar with the circulation of many of the mediums whose ratings are given can say that they are as near correct as if one had personally examined the circulation of each paper. The book's accuracy makes it invaluable to every buyer of advertising space.

JOHN DONNELLY & SONS,
 Advertising,
 Members of Boston Daily Newspaper Association.
 By C. T. Donnelly.
 97 Warrenton St., Boston, Mass.

Newspapers Worth Counting
560 Pages

1 Copy,	-	-	\$1
12 Copies,	-	-	5
100 Copies,	-	-	25
1,000 Copies,	-	-	200

Sent Carriage Prepaid on Receipt of Price

ADDRESS
Printers' Ink Publishing Co.
 10 SPRUCE ST., NEW YORK.

The Providence Tribune

Morning - 10,000
Evening - 31,000
Sunday - 16,000

YOU CANNOT COVER RHODE ISLAND WITHOUT USING THE TRIBUNE. DO NOT DECEIVE YOURSELF.

The TRIBUNE is a new, but mighty important, factor in the Rhode Island advertising field.

**Rise Up To It While
Yet the Rates Are Low**

The Latest and Best Advertising Novelty.

Soap Bubble Gattling Gun

Shoots 12 Big Bubbles from one dip. Carries your ad before every member of the family a year for five cents. Many of them will last two years and be seen by the neighbors also. Retailers rapidly at ten cents. Wholesale five dollars per hundred. Special prices in large lots.

The Soap Bubble Gattling Gun is our leader; it will be followed, at frequent intervals, by other novelties almost as good. Send ten cents for sample, suggestions, price list and full particulars.

NATIONAL NEWS CO.,
122 La Salle St., Chicago.

"OUR COUNTRY"

**A MAGAZINE THAT'S
BOUND TO GROW!**

First edition was issued Nov. 15th, 1906. It was good, but each succeeding one will be better.

A modern department magazine for everybody. New colored covers each month. Printed on 80 lb. enameled book. Columns 168 lines, 16 ems, 3 to the page.

Its subscription price of only 50c. per year is sure to give it an enormous circulation.

It is bound to be one of the most popular and valuable of all mediums for the general advertiser. Rate based on actual circulation.

GET IN NOW WHILE THE RATE IS LOW

Sample copies and rate cards on application.

HOME & FIRESIDE CO., Publishers

J. H. Skinner, Adv. Mgr.

Louisville, Ky.

RAINBOW OF COLORS

"I HAVE FINE RESULTS WITH ALL OF YOUR COLORED INKS AND AT THE PRICE, I CAN CARRY A WHOLE RAINBOW OF COLORS"

J. C. LOCHNER, Auburn, Ind.

My sample book containing one hundred and twenty-five specimens of my best selling inks can be had for the asking. All the regular shades called for in the ordinary run of business, also a number of art shades are printed therein, and for a small outlay, you can carry a line of colors which will enable you to turn out any kind of a job to tickle the taste of your most fastidious customer. If you have a special shade which your ink man did not match exactly, send it to me as a trial order, and if I don't hit it at the first attempt, I will refund your money. I want the trade of every printer whether large or small, and will sell a $\frac{1}{4}$ lb. can as cheerfully as if the order called for a barrel. Money back to dissatisfied purchasers.

ADDRESS

PRINTERS INK JONSON

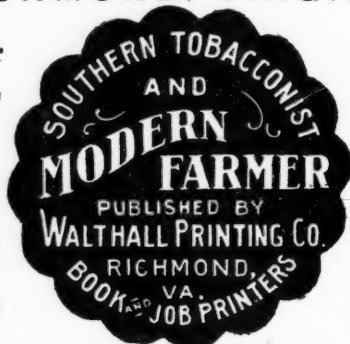
17 Spruce Street

New York

Southern Tobacconist and MODERN FARMER

PUBLISHED MONTHLY AT
RICHMOND, VIRGINIA

Established
as a
Tobacco
Trade
Journal
in 1887



Reorgan-
ized as a
Monthly
General
FARM
Journal
in 1904

**CIRCULATED IN ALL PARTS OF THE WORLD
BUT PRINCIPALLY IN
Virginia, North and South Carolina, Tennessee,
Kentucky and Maryland
FIFTY CENTS A YEAR**

THE TIMES MAGAZINE

The first number of the TIMES MAGAZINE is just out.

It is a *new* magazine with an *old* idea—the idea of democracy.

The newest thing about us is the energy of youth with which that old idea of democracy is applied. Ours is the democracy of the individual, not of the party; the democracy of President Roosevelt, of Governor Folk, of District Attorney Jerome, of Mayor Tom Johnson, of the young Mayor of Toledo, Brand Whitlock; the democracy of a growing force of strong, honest men who are working for the good of the individual—for the good of the country.

First, last and all the time, the TIMES MAGAZINE stands for individualism—the *real thing*.

Our belief is that this idea of helpful democracy is the real foundation for *the magazine of to-day*. To this foundation the TIMES MAGAZINE adds fiction that is compelling; articles of achievement, of experience, of life; reminiscent papers of people with interesting pasts—pasts that hold lessons for to-day; stories of travel and adventure. And it is illustrated and illustrated well.

The TIMES MAGAZINE will interest advertisers because it is bound to be a helpful force among its readers.

Its advertising pages will offer only what is *wholesome* and *straight*. They will sell at a fair price, and *will carry a guarantee of value to those who sell as well as to those who buy*.

Edition, 100,000 copies. Rate, \$100 per page.

J. C. BULL, Advertising Manager

THE TIMES  MAGAZINE
FIVE HUNDRED FIFTH AVENUE NEW YORK

THE STAR GALAXY



In Rowell's American Newspaper Directory something more than fifty newspapers are made conspicuous by the Guarantee Star pictured above. No one can read the names of these papers without being impressed with the thought: "What a glorious list it is!" Out of nearly 25,000 publications issued, less than 8,000 get credit for printing more than 1,000 copies regularly, and of these less than one in four, viz., less than 2,000, keep such a record of the output from day to day as enables them to furnish the Directory editor with a definite and satisfactory annual report of copies printed, thereby revealing the average issue. Of these 2,000, a few more than two per cent, or about one in every forty, is sufficiently confident of the accuracy of its record of copies printed that it dares to invite investigation, and for these the Directory editor stands ready to pay a reward of \$100 to the first person who discovers and reveals an inaccuracy in any one of their guaranteed statements. This guarantee has been several years in force, but not only is it true that the reward has never yet been paid, but it is equally true that it has never been demanded, and that no breath of suspicion has ever reached the editor of the Directory that anybody questions the exact accuracy of any one of the statements of copies issued submitted by any member of what he calls his **Star Galaxy**. It is often asserted that any publisher can have the Guarantee Star by paying \$100 for it. That may be practically true, but just think what an ass a man would be to offer a reward of \$100 to any one who would or could prove him a liar, without being dead certain beforehand that the statement guaranteed is as true as gospel. It is, doubtless, the sneaking fear that there may be a modicum of error in a statement, although duly signed and verified, that keeps the Star Galaxy down to so small a membership. No one can look at the list of fifty members without being impressed that it composes a mighty good company to be found in the midst of.

If fuller information is desired concerning the method and conditions of membership in the Star Galaxy the inquirer should address

THE PRINTERS' INK PUBLISHING COMPANY,

Publishers of **Printers' Ink** and

Rowell's American Newspaper Directory,

NO. 10 SPRUCE ST., NEW YORK CITY.

Publishers who have any doubt about the absolute accuracy of the statements they issue concerning their average editions want to steer very clear of membership in the Star Galaxy.



NOW IT'S THE POPULAR TRIO

640,000

Guaranteed Circulation.

Each magazine appeals to a separate and distinct class of readers—no duplication of circulation—each has been built up on lines entirely different from the other—each is the leading periodical of its class—each sells for 15c. a copy; \$425.25 per page is the combination rate for three or more pages.

C. C. VERNAM,

79 Seventh Avenue,

New York City.



Root Newspaper Association

Here is an organization of trade papers, complete in its power to reach every dry-goods merchant whose trade is worth the getting. America's market cities have here a journalistic equipment that keeps abreast with their remarkable progress, and unites retailer, wholesaler and manufacturer in a community of profitable interest.

Dry Goods Economist (Weekly) **New York**

The national medium for dry goods and department store business. A "gold-mark" paper of international reputation, with a quality circulation that covers the country. Its word is gospel to the American merchant. Its advertisers will testify to its productiveness.

Drygoodsman (Weekly) **St. Louis**

A live paper in a live section. Has led St. Louis in its great "to-the-front" growth as a market. Covers the West and Southwest, and is notable for its intimate personal touch with the growing business in its thriving territory.

Garment Buyer and Manufacturer (Monthly) **New York**

One of the fastest comers in the R. N. A. group. Unites the interests of merchant and manufacturer in the cloak and suit field, and goes direct to the buyer himself. Its circulation is national in its scope and its influence all-powerful in this great industry.

Cleveland Trade Bulletin (Monthly) **Cleveland**

A new link in the R. N. A. chain, which scored instant success as Cleveland's representative in its movement toward market prominence. Covers Ohio and all the rich territory tributary to Cleveland enterprise.

The Milliner (Monthly) **Chicago**

Deals in millinery matters exclusively, and is a recognized authority in its field. Addressed straight to the buyer, and circulates among the liveliest stores the country over.

The ROOT NEWSPAPER AGENCY is the special service department, working in close conjunction with the R. N. A. papers in making their space more productive to the advertiser. Its workers are graduated merchants who know the talk that sells the goods.



Root Newspaper Association

In the Root Newspaper Association the advertiser obtains complete facilities for reaching and convincing just the merchants he wants to sell. He wastes no effort or expense. He picks his territory—he gets national or sectional distribution, just as he chooses.

Dry Goods Reporter

(Weekly)

Chicago

A worthy representative of the Western spirit that has startled the industrial world. Covers the Middle West and the Northwest most thoroughly. A recent issue carried over a hundred pages of Chicago advertising. Reputation begins at home. Ask Chicago about the Reporter.

Commercial Bulletin

(Weekly)

Minneapolis

The great general store medium of the Northwest. Its large circulation is proved productive by the large volume of renewal business carried year after year. Has headed many notable movements to the betterment of Western retail conditions.

Manufacturer and Merchant

(Monthly)

Kansas City

Another "arrival" which set a lively pace at once. Its circulation includes the South and Far West, and its influence is best judged by the loyal local support it receives in its aggressive enterprise.

Pacific Coast Merchant

(Monthly)

San Francisco

Typical of the new San Francisco. Covers the coast and island trade. Besides its home business, it receives much advertising from the Eastern wholesaler, who relies upon its power to keep him close to his far-distant interests.

Shoe and Leather Gazette

(Weekly)

St. Louis

The one paper in the R. N. A. devoted exclusively to shoes. In its astounding rise to shoe-market leadership, St. Louis will admit the help of the Gazette. It has a national circulation, growing by leaps and bounds—a producer in every sense.

The ROOT NEWSPAPER AGENCY also writes, illustrates and places advertising in newspapers, magazines, street cars—wherever the customer's interests demand. It has facilities for enlisting the dealer's support far in advance of any other agency. That is R. N. A. special service.

A NEW

ADVERTISING MEDIUM

CIRCULATION GUARANTEED BY THE ADVERTISER

You *choose* your own readers—
and *reach* them.

No wasted circulation.

The medium will be read many
times, by different persons, for an
unlimited period.

The medium is in demand—you
ought to distribute it before your
competitor proves its worth.

No limit of space to tell your
story—and illustrate it as well.

Sheet Music

is the medium. Strange you never
thought of it before, isn't it?

DE LUXE MUSIC COMPANY

Specialists in Sheet Music
for Advertising Purposes

17 W. 28th Street,

NEW YORK

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

Advertisements of different degrees of obscurity and illegibility have been reproduced in this department from time to time, but they all belong in the kindergarten class as compared with this necktie advertisement marked No. 1. In the original, a person with good eyes, could decipher all or nearly all of this ad, but it could not be done without great strain and effort. It has been for years a thoroughly understood fact

they are but is clean and attractive as well.

* * *

If the purpose of the Magee Furnace Company is to stamp the name



NO. 1

among advertisers that it is essential to make an advertisement just as easy to read as is possible—to make it inviting to the eye, yet, in almost any publication you care to pick up you will find one or more advertisements the authors of whose being seem to have made it just as hard to read as they could. Why they do it is something “no fellow can find out.” An advertisement of the style of No. 2 not only affords an opportunity to show the goods as



NO. 2

of their heater indelibly upon the public mind, an advertisement like the one reproduced here ought to do the work. This is about as

**MORE
HEAT
WITH
LESS
COAL**

**MAGEE
HEATERS**

Magee heated homes are thoroughly heated at the least expense and with the smallest possible amount of attention and care.

Sold for several thousand homes fully burning them.

MAGEE FURNACE CO., 35 Union Street, Boston, Mass.
The Largest Heater and Coal Supply in the United States.

SOLD BY LEADING DEALERS
EVERYWHERE.

strong a name display as it is possible to get in a half page advertisement, and a clean and distinctive picture of the heater is also a commendable feature.

There is one thing, however, that this and all other advertisers of similar goods should take into consideration, and that is that magazine advertising will not sell heaters. All that a magazine can do is to arouse interest and bring inquiries. Now, the name of the heater is in this particular advertisement the biggest and most prominent thing, but the matter second in importance "Send for special illustrated booklets fully describing them" is given the very smallest line of type in the whole advertisement. This is wrong; manifestly wrong. It may be the very best of judgment to display the name so strongly, but it would have been equally wise to prominently display the invitation to send for the booklets as it is the argumentative literature which sells the heater—not the name of the advertisement.

This holiday handkerchief advertisement comes very near being good, and its weak point

HANDKERCHIEFS

for
Christmas

Dainty Handkerchiefs are always acceptable Christmas gifts. We are direct importers and can supply the handsomest styles and best qualities at lowest prices. In our special catalogue, mailed free on request, are shown Ladies' Handkerchiefs ranging in price from 10 cents to \$1 each.

Special Offer—
SIX fine Swiss embroidered handkerchiefs, assorted or all white, new and handsome patterns in fancy box for Christmas giving, sent, postage prepaid, to any address, on receipt of **\$1.00**. Money back if you want it. Write for special catalogue of Jewelry and Christmas Novelties.

PARTRIDGE
BLACKWELL
Dept. O. Detroit, Mich.



is one every advertiser should avoid. The picture takes up a little too much room and could have been made twice as effective in two-thirds the space. The lady holding up a box

of handkerchiefs is all well enough, but why the little table with the books on it, and why the lace curtains and the piano with the vase of flowers and the picture, or whatever it is, on the wall? These things are totally unnecessary; they take up valuable space; they detract attention from the woman and crowd her so that it is impossible to tell whether she is pleased or displeased with the contents of the box she holds in her hands. As a consequence of these things the picture is not so effective as it might be and the space for copy is crowded.

Here is another misfit ad—that of Bendsorp's Cocoa. The name of the article set in black type

BENDSORP'S ROYAL DUTCH COCOA



With just $\text{\textcircled{2}}$ the quantity of other makes, the Cocoa with the Yellow Wrapper will give the best of results.

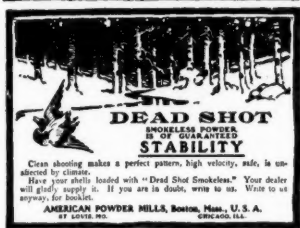
Remember, it's DOUBLE STRENGTH. Price on Bendsorp's has advanced about 10 cents the last year.

STEPHEN L. BARTLEY CO., Importers
DEPT. B.
BOSTON.

above the design apparently has no connection with the advertisement itself. No one would ever know that it belonged to the advertisement except for the package under the right hand of the cook in the picture. It looks as if this design were made for some other purpose and had been spliced out to fill a half page magazine space by putting the name on top of the design. If this is true it shows bad judgment and the wrong kind of economy—if it is not true it shows bad taste. The ad as a whole is incongruous and bad in effect.

This American Powder Mills advertisement is reproduced principally because it is absolutely unique in the history of publicity. We have the bird on the wing, but the man with the gun is absent. We are allowed the glorious privilege of exercising our imagina-

tion to the extent of assuming that the man with the gun, though not in sight, is close at hand and



that the doom of the bird is sealed. This is very refreshing, and the advertisement is otherwise commendable for its strength.

NO NATIONAL ANTI-FLAG LAW.

General Davis, judge advocate general of the army, has informed the acting secretary of war that there is no law forbidding the use of the flag of the United States for advertising purposes. The inquiry was made on behalf of the authorities of the Jamestown exposition, who desire to make use of the flag for advertising purposes.—*Publishers' Commercial Union.*

It Is Impossible

To reach the buying public of Northern Michigan without the assistance of the

Bay City Tribune

Are you using this valuable medium?

Only Morning and Sunday paper in a city of 50,000.

THE
Bay City Tribune
BAY CITY, MICHIGAN

To reach those in Cleveland who have the money to spend advertise in . . .

Cleveland Town Topics

An illustrated weekly paper for the home, covering

Society, Automobile, Drama, Finance, Music, Literature

Automobile Show Number,
Saturday Feb. 16, 1907

THE CLEVELAND TOWN
TOPICS CO.

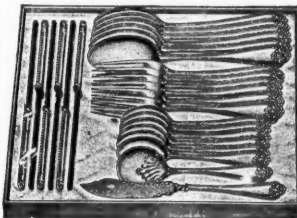
Huron Road, Cleveland, Ohio

Increase Your Sales

USE

Silverware for Premiums

SPECIAL QUALITIES,
PATTERNS, PRICES.



International Silver Co.

Factory "C,"
Bridgeport, Conn.

25 CENTS for a catalog of unusual stock cuts. The very thing you need for your advertising.

We have made a book of cuts for advertisers.

It contains proofs **in color** of the quaintest, oddest, most original cuts you ever saw.

They have been prepared for the use of advertisers who would appreciate dashy, brilliant and artistic illustrations for pamphlet covers, circulars, mailing cards, newspaper advertisements, etc., **at a low price.**

They are intended for people in search of the unusual or something different that attracts attention and holds the interest.

There are thirty-two pages to the book, showing about one hundred cuts, together with suggestions for reading matter to use with each cut.

The printing of the book alone is a work of art, as it is made in combinations of black and red, black and yellow, and black and green, giving all sorts of combinations and effects.

AN OPINION.

One advertising man in Chicago saw the rough proofs of this book and ordered \$50.00 worth of cuts on the spot.

To quote his expression:

"I never saw such remarkable cuts in my life.

I can easily use \$200.00 worth.

"They are not only beautiful and most unusual, but they have strong advertising value."

The cuts sell for \$1.00, \$2.00, \$3.00, \$4.00 and \$5.00 each in sets of two plates, one for each color. They are all ready for the printer.

The book will cost you twenty-five cents (stamps).

Send your twenty-five cents for a copy of this book to-day.

Get the book, even though you may not need any cuts.

If you are fond of good advertising and admire the unusual, you will find the twenty-five cents you pay for this book an excellent investment.

It is easily worth five dollars for the ideas and suggestions alone that it contains.

**THE
PATTERSON-GIBBS
COMPANY**

Advertising Engineers

1510 Heyworth Bldg., Chicago

NOTE.—The supplying of stock cuts to advertisers is simply one branch of our business. Our main business is the planning and preparation of advertising campaigns and the furnishing of advice on all questions relating to the advertising and selling of goods.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

THE RUSSELL HARDWARE CO.,
126 East King Street,
TORONTO.

Editor Ready Made Department:

I am a reader of PRINTERS' INK and have read your department with much interest and profit, and have taken the liberty of sending you a copy of one of our recent ads. We are an exclusive hardware and house-furnishing house; the writer is responsible for the inclosed copy and will very much appreciate any suggestions for the improvement of same.

Yours truly,
FRANK RUSSELL, Mgr.

The ad is unusual, and, on the whole, the unusualness is of a pleasing sort. It occupies four full columns of a seven-column page, and it occupies them; that is, it wastes no space. The usual introductory, which so often is nine parts superheated atmosphere and one part fact, is dispensed with entirely. Following a single bold display line, the ad is all descriptions, illustrations and prices. Regular column width is maintained in all four columns, which are divided by light horizontal rules into 54 spaces, each containing definite talk about something in particular and, in 37 instances, illustrating it. Fifty of the 54 sections contain prices. The ad covers a very wide range of useful things found in a hardware store in what is to me a decidedly effective way. It is, in fact, a miniature catalogue. It would be practically impossible, because of its size, to reproduce it to advantage in these pages, so two or three of the small sections are here reprinted to indicate the general style:

SHINGLE DECAY DOESN'T PAY
Especially when the cost of preventing it is so comparatively small. Then there is the consideration of the wonderfully improved appearance of stained shingles. Our Creosote Shingle Stain colors are light green, dark green, terra cotta, red and slate. Price

is as follows: Half-gallons, 40c.; gallons, 75c.; 5 gallon lots, per gallon, seventy cents.

HOW ABOUT THOSE BROKEN PANES

of window glass in your storm windows, better measure up and order from us right away what glass you need to make everything right and tight for coming winter weather. Don't measure for glass with a tape line, use a wooden rule.

IT TAKES A ROGUE TO CATCH A ROGUE.

It's the same way with the Ducks. You'll bag a good many more if you have some good Decoys. We place on sale 72 only Red Heads and Blue Bills, well proportioned birds, good 50c. values, specially priced for Saturday's selling in lots of six for two dollars.

Very Good, but Would Have Been Better with a Sprinkling of Prices. From the Detroit (Mich.) Journal.

We Are Ready for Christmas, Are You?

You will find our store brim-full of gifts for everybody. We have been busy for days unpacking a host of new goods. This is our first Christmas stock, so we have no old goods to take down, brush and polish up and set out to be admired, handled, and set away for another year. Everything we show is crisp with newness and lateness.

Have only room to mention but a few things to-day.

New desk goods and novelties, including blotter pads, ink-stands, Waterman's fountain pens, new fountain pens for ladies, with chatelaine attachment. New designs in gold penholders and pencils.

Leather goods, including all the new imported and domestic novelties, desk blotter pads, photo frames, music rolls, new styles in shopping bags and purses, leather covered clocks and postal scales, and writing portfolios.

REX B. CLARK CO.,
127-29 Woodward Ave.,
Detroit, Mich.

THE MOUNT JOY "STAR AND NEWS,"

A First-Class Local Newspaper.

J. R. Missemer, Editor and Publisher.

MOUNT JOY, Pa.

Editor Ready Made Department:

Simon K. Nissley, who conducts an eating-house in Lancaster, is quite a poetical writer, and all his advertisements appear in poetry. We think he deserves special commendation, and herewith submit some of his samples for your criticism, and greatly oblige,

Yours respectfully,

J. R. MISSEMER.

I don't mind owning up, in simplified English, that when it comes to poetry, I am in over my head and some besides. But I have always had a notion that it takes something more than sticking the type in broken lines to make poetry. I don't know the first rules of this poetry game, but I do know that there are mighty few men who can argue for or describe a commercial proposition in rhyme with any noticeable degree of success. Take this one for instance. How much better it would have been for Mr. Nissley to say, in ordinary, everyday Lancaster prose, what dishes he would serve for the next few days and how much they would cost. "Dining on the bill of fare" may satisfy the Lancaster appetite, but it wouldn't go up this way, even with tartar sauce:

July, has come with usual cheer
Gets to Lancaster once a year,
Patriotic people then appear
Bound to have a liberal share;
About expenses they never care.
We're dining on the bill of fare

AT NISSLEY'S
LUNCH AND DINING ROOMS,

14 East Chestnut Street,
Lancaster, Pa.

Ladies and Gentlemen.

One good turn deserves another,
Some one has been heard to say,
Therefore tell a hungry brother,
Eat at the popular café.

NISSLEY'S,
14 East Chestnut Street,
Lancaster, Pa.

"The Mill Store," Richmond Dale, Ohio, sends to PRINTERS' INK a large, four-page sheet, the first page of which is given to an announcement of Christmas gifts for customers, the value and number of gifts being determined by amount of purchases as indicated

by punching out figures representing amount of each purchase, on one or more cards, totaling \$5 each. The other pages contain illustrations, descriptions and prices of general merchandise.

"Farm Life 'in Old Virginia'" is the title of 24-page booklet issued by the Piedmont Land Co., Culpeper, Va. It gives a resumé of Culpeper's advantages and shows a few of the buildings, then proceeds to a detailed description of each property advertised, going thoroughly into the matter of crops, soil, live stock, number, kind and condition of buildings, etc.—32 different propositions widely varying in size, kind and price. Each property is designated by number, and in many cases half-tone cuts show houses and barns. The price is printed in every case, and terms of sale are stated specifically in the firm's general announcement on the back cover. It is an excellent booklet, and those interested in this branch of advertising should write R. A. Tredway, manager, for a copy.

Christmassy.

The Velvet Jumpers

Have jumped into favor at a bound! Made of wide and narrow velvet ribbon and worn over a dainty blouse. Novel, pretty, especially so on slim, youthful figures. They give just the necessary "dressy touch" to the conventional blouse-and-skirt costume, and can be carried out in any color, light or dark. Black velvet ribbon is a great favorite. See the model Jumper in the Ribbon Store.

And just isn't it Christmassy all over the Ribbon Store! Holly Ribbons, Merry Christmas-and-Happy New Year Ribbons, Christmas Baby Ribbons—they're all there! Every kind of Ribbon for every kind of Christmas fancy work is there! And the crowds of Christmas gift-makers buying Ribbons are there!

STRAWBRIDGE &
CLOTHIER,
Philadelphia, Pa.

THE BLAINE-THOMPSON CO.,
Advertising.

CINCINNATI, Ohio.

Editor Ready Made Department:

I inclose you a specimen ad of my construction, placed by the Blaine-Thompson Company for the Bell Telephone Company in all the Cincinnati papers on Election Day, on pages containing political news.

I though possibly it might strike you as worth a mention; at least, it "caught on" here.

Sincerely yours,

REN MULFORD, JR.,
Chief of Copy Department.

The ad referred to, reprinted herewith minus the trademark, was certainly very timely. It combined that quality with good argument in an unusual form, and there is no earthly reason why some telephone company not in competition with this one should hesitate to salt the idea away till the coming of another election day:

VOTERS TAKE NOTICE

You don't have to be registered to vote this ticket.

The oftener you vote the more satisfaction you elect for yourself.

It doesn't cut any figure how long you've lived in the State or the precinct.

Common Sense Ticket:

For Doctor,

THE TELEPHONE.

For Policeman,

THE TELEPHONE.

For Fireman,

THE TELEPHONE.

For Errand Boy,

THE TELEPHONE.

For Home Comfort,

THE TELEPHONE.

For More Business,

THE TELEPHONE.

For Quick Service,

THE TELEPHONE.

For Everybody,

THE TELEPHONE.

Election Day—Nov. 6—and every other business day of every year.

To Vote this Ticket Straight put your X through the Bell.

The Contract Department is in charge of the campaign.

Do you belong to the Common Sense Party?

THE BELL TELEPHONE CO.,
314 Vine Street.

Good Neckwear Ad. From the Spokane (Wash.) Spokesman-Review.

A Dash of Style— A Touch of Art,

and you have one of those new Bengaline silk French fold ties that we just received.

They're the handicraft of New York's most exclusive neckwear designer.

Price \$1.

By buying two you control any pattern we show.

YOULE BROS.,

Men's Shop,

508 Riverside Ave.,

Spokane, Wash.

Happy Thought for a Tailor, but a Weak Headline. Wouldn't "Give Him a Made-to-Measure Suit" Have Been Stronger?

Suppose

you give "him" a suit to his-measure for Christmas.

We don't know of a more practical gift—nor a more pleasing one to any man—whether your father, husband, brother, son, nephew, or other male relative—than one of our handsome, splendidly tailored suits—expertly cut to his-measure and superbly fitting his proportions.

And you can do it secretly, too, if he be among the great number of men for whom we regularly make clothes. We have his correct measurements on our books—possibly even a record of his likes and dislikes. You just pick the fabric—we'll do the rest.

And we're exceptionally well prepared just now with a large stock of new suitings of fashionable fabrics, in the smartest patterns—made-to-measure at \$20 and \$25 the suit—and higher.

If it's an overcoat he needs—we're just as well equipped with handsome, seasonable fabrics—made-to-measure \$25 and up to \$60.

A fancy vest makes a desirable Christmas gift. An exclusive stock of vestings for choice, to-measure—\$5 and up to \$10.

Don't forget that Christmas is less than a month away—so order at once.

WM. H. WANAMAKER,
Twelfth and Market Streets,
Philadelphia, Pa.

An Excellent Idea. From the Peoria (Ill.) Star.

Don't Worry—Get a Gift Certificate.

If you are in doubt about what to give some one—give a "Gift Certificate"—used particularly for giving gloves.

With one of these—made out in whatever amount you wish—the recipient may choose for herself—and at her leisure.

You don't have to worry about whether she will like what you give, what size she wears, what color she prefers, what style is becoming.

You may be sure she will appreciate your remembrance selected by herself.

It is a very satisfactory way—especially in giving personal and practical things.

The sales-people whom you ask will direct you.

SCHIPPER & BLOCK,
Peoria, Ill.

A Meaningless Headline Followed by an Excellent Argument. From the Bangor (Me.) Daily Commercial.

Maybe You Don't Object to Having

your clothes made of cotton-mixed fabrics; possibly you think "a little cotton won't do any harm."

"All right; but you do object to paying a price based on "a little cotton" for clothes that are more than half cotton.

That's the trouble with all adulteration in clothes, or anything; the minute you admit that "a little doesn't hurt anything," you've opened the gate wide. We've seen suits being sold at \$20 and \$25 that looked like the price, but when tested, showed nearly 50 per cent cotton; worth about \$5 if you judge by the way they look in a month's wear.

That's why we sell Hart, Schaffner & Marx clothes; they're all-wool, and there's no fraud or deception about that. You know exactly what you're getting for your money when you spend it for these clothes; and you get it here.

MILLER & WEBSTER,
18 Broad Street,
Bangor, Me.

One of the Best Yet For a Safe Deposit Vault.

It Takes Two Keys

to open your steel safe deposit box in the First National Bank vaults; the bank's key and yours. Neither will unlock without the other.

No danger of the wrong person getting into your box by any means.

Somewhat better than the old tin box which could be opened with a can-opener.

We should like to show you how much better.

*THE FIRST NATIONAL
BANK OF NAPA,
N. E. Cor. First & Brown,
Napa Cal.

It Isn't a Minute Too Early To Get Busy with Christmas Ads. From the Pittsburg Dispatch.

Toys.

Christmas is coming—you can feel it in the air—the children are talking about it, and you can't start your buying any too early. Our entire third floor is given over to toys—and you will find this department open twelve months in the year.

We are showing a wonderful line of dressed dolls, cute and new 50c.

"Teddy" Bears, in brown and white, the kind that "squeak," from \$1.50 to \$9.

R. S. DAVIS & CO.,
441 Wood Street,
Pittsburg, Pa.

A Strong Bid for the Small Depositor's Business. From the Washington (D. C.) Star.

Every Depositor Enjoys Equal Advantages

in our banking department. Small accounts are always welcome and draw the same rate of interest as the larger ones.

Ten cents or ten thousand dollars will open an account. Fortieth Year.

NATIONAL SAFE DEPOSIT SAVINGS & TRUST CO.,
Cor. 15th and New York Avenue,
Washington, D. C.

Have you seen the Record-
Breaking December

DELINEATOR

The Record-Breaking

DESIGNER

The Record-Breaking

NEW IDEA WOMAN'S
MAGAZINE

Here are figures that indicate, more strongly than
any written argument, the trend of Advertising to-day:

The Butterick Trio for December has

83 full pages (compared with 29 last
December).

105 agate lines is the *Average size of
Advertisements* (compared with 92
agate lines average last December).

646 advertisements (compared with 605
last December).

67,700 lines of advertising (compared with
55,609 lines last December).

A GAIN OF

% 21½

The Butterick Trio

THE DELINEATOR

THE DESIGNER

THE NEW IDEA

Woman's Magazine

More than one million six hundred thousand (1,600,000) homes—about
ten millions of readers. Magazines that pass from hand to
hand, and from home to home—among *women*,
who buy at *retail stores*, for *families*.

**The largest, most efficient, single power for
business promotion in the world.**

TALK IT OVER WITH A BUTTERICK REPRESENTATIVE

W. H. BLACK, Advertising Manager,

First National Bank Bldg., Chicago

Butterick Bldg., New York

An Open Letter to Advertising Agents

I REALIZE the responsibility that rests on you when it comes to the point of putting a publication on a client's list or advising that client to use the publication.

If the publication "falls down," it not only hurts the publication, but what is more serious, it discredits your judgment in the eyes of your client.

In the same way that every mother thinks her own child the prettiest, every publisher claims his own publication to be the best.

Therefore, however truthful a statement I might make to you about the pulling powers of SPARE MOMENTS, it stands discredited to a certain extent right from the start.

The only opinion that's worth anything about a publication is that of the advertiser who has spent his money in it to find out.

Ask Mr. P. C. Sherman of the Sherman Razor Co., how SPARE MOMENTS did on his proposition. He says: "Last September we used about twenty publications in all, and in number of orders SPARE MOMENTS is well among the leaders, as it is also in average cost of order."

Ask Mr. H. J. Hapgood, the President of Hapgood's, Inc., what SPARE MOMENTS did for them. In an interview published in *Printers' Ink* he said: "SPARE MOMENTS of Rochester, N. Y., has brought us excellent returns."

Write to Mr. Jno. R. Foran, President of the New York & London Electric Association, 929 Walnut St., Kansas City, Mo., and ask his opinion about SPARE MOMENTS. He says: "The replies from SPARE MOMENTS have cost us less than any other publication we have advertised in. With one or two exceptions we have received so far more than three times the cost of the advertising."

Ask Mr. Woodward, the advertising manager of W. M. Ostrander, North American Building, Philadelphia, what SPARE MOMENTS has done on real estate advertising.

Ask Mr. E. R. Graves, Vice-President of the Komit Mfg. Co., Temple Court, New York City, how SPARE MOMENTS did on that proposition.

Get these men's opinion of SPARE MOMENTS as an advertising medium, and then you will probably believe my own statements that

First—The class of subscribers to SPARE MOMENTS is the equal of that of any magazine published, no matter what its subscription price may be.

Second—SPARE MOMENTS will give any advertiser, in proportion to cost, returns equal to or exceeding the best "pulling" mediums in the country, no matter what their circulation or subscription price may be.

Third—The actual circulation of SPARE MOMENTS is "over" 250,000 copies each issue, and we prove this circulation by the only way any magazine can actually prove circulation, viz.: by the postmaster's receipts for the actual number of copies mailed.

LEONARD DARBYSHIRE
PUBLISHER

SPARE MOMENTS

ROCHESTER, N. Y.